

Mustafa Rashid

mustafarashid.com

07921025274

mail@mustafarashid.com

www.linkedin.com/in/mustyrashid

E-Commerce & Digital Marketing
Content Creator with over
10 years of experience

E-Commerce

Branding

UI/UX

Email Marketing

Social Media Marketing

Video

Skills Summary

Adobe Photoshop
Adobe Premier
Adobe After Effects
Adobe InDesign
Adobe Illustrator
Adobe XD
Adobe Lightroom
Clip Studio Paint
Wordpress
Elementor
Advance Custom Fields
CPTUI
BigCommerce
Prestashop
HTML
CSS
PHP
Klaviyo
Mailchimp
Facebook Business Manager
Facebook Creator Studio
Buffer
Affiliate Marketing
Awin

Senior Marketing Executive

Pie Analysis
pieanalysis.com
March 2018 - Present

- Management of projects from concept through to delivery

- Lead content creation ensuring all content is engaging and relevant to customer moments across all channels

- Building good relationships with clients. Developing a deep understanding of the client's business, brand, sector, competitors, and audiences

- Design, development & maintenance of websites and ecommerce platforms

- Bringing fresh ideas into the marketing department and ensuring that we remain at the forefront of the very latest marketing standards

Campaign Manager

The Towel Shop
thetowelshop.co.uk
July 2016 - Present

- Managing, developing and mentoring a team of 5

- Create inventive digital campaigns aligned to overall business strategy

- Keep website fresh and up to date with relevant content

- Creating engaging Email, Social & Affiliate Marketing campaigns

- Manage, Design & Produce print related marketing material & packaging

- Develop website layout quarterly

- Building the brand across all Social Media platforms

Content Director

IIEPD
iiepd.com
April 2019 - Present

- Mentor and manage a team of 10 across 6 departments

- Creating innovative user journeys that are highly-engaging, concise and maximise conversion potential.

- Wireframe and design high quality mock-ups of apps before being passed to app development team

- Supporting and improving the brand, designing high quality assets across web, social & print

- Developing & delivering a variety of high-quality virtual events

- Plan, build & execute unpaid and paid social media campaigns

E-Commerce Executive

Absolute Home Textiles
absolutehometextiles.co.uk
April 2016 - Present

- Develop a B2B marketing strategy to support the indirect and direct sales channels

- Achieving 200% revenue growth over 3 years, increasing average order value

- Utilising analytics tools to establish the success of campaigns, reporting to senior stakeholders

- Executing Email, Social Media & print marketing

- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, event management, social media & lead generation campaigns

Creative Manager

Mona Living
monaliving.com
October 2018 - Present

- Utilising a full range of digital creative tools, primarily Adobe Suite, to create and amend artwork as briefed.

- Creating digital or print ready output and being proactive in ensuring that delivery is fit for purpose, and complies with core brand guidelines.

- Delivering concepts and ideas as completed designs that standout within the constraints of a fast-turnaround environment.

- UI/UX design utilising customer testing tools to draw behavioural insight from customer journeys

- Overseeing social media strategy and execution across global social platforms

Brand Manager

Area51 - iJoy eJuice
area51ejuice.co.uk
June 2017 - Present

- Responsible for developing innovative product design that meet and exceed our customer's expectations

- Work with product management to analyse customer requirements and propose suitable solutions

- Break down complex concepts into easy, understandable terms and effectively communicate appropriate to the audience

- Utilise analytics and customer feedback to create compelling conceptual designs

- Present design proposals to varying audiences

Senior Graphics Designer

Boss Women News
bosswomennews.co.uk
March 2019 - Present

- Leading the brand expression across visual language, campaigns, social media, graphics and print to ensure strong and clear brand positioning as a route to competitive success

- Drive creative concepts for online & offline events to help establishing & nurturing a community

- Working closely with the social media team, delivering impactful social advertising campaigns & developing creative content to drive growth and engagement

- Managing workload and meet deadlines for campaign launches

- Featured on ITV

Marketing Manager

Eastern Gold Co
easterngold.co.uk
May 2011 - Present

- Create & establish E-Commerce solution for retail business

- Plan and execute the monthly marketing calendar for both online and retail channels

- Managing the marketing budget

- Liaise with marketing agencies and ensure work produced is aligned with business objectives

- Collaborate with other inhouse teams to ensure marketing function is as effective and efficient as possible

- Provide reports for all marketing channels

My Experience





About Me

E-Commerce & Digital Marketing Content Creator.
Helping brands make clean, minimal and premium marketing material

Hi I'm Mustafa Rashid: Pop culture geek and tech enthusiast & digital artist.

I make websites & marketing material for Retail & B2B E-Commerce businesses, helping them communicate their product features & value, while maintaining their brand identity through expertly crafted media.

Content Creation is my calling, mostly because I'm a natural in Adobe Packages with a special talent for visual communication from my passion of Movies & TV. It physically pains me to see graphics and videos that doesn't work, that doesn't entice and that doesn't do justice to the product or service that isn't selling.

When you work with me, you get my absolute best striving for a fast turnaround.
That's why all my clients are regulars. They love my content and they love how easy it is to work with me.

My work is an extension of me. It represents me, it speaks for me, it is me, which is why I work so hard to produce content that I'm proud of.



Skills Summary

- E-commerce
- Adobe Creative Suite
- Graphic Design
- Branding & Identity
- Digital Marketing
- Email Marketing
- Affiliate Marketing
- Social Media Marketing
- Influencer Marketing
- UI/UX
- User Interface Design
- User Experience
- Image Editing
- Video Editing
- Print Design
- Packaging Design
- Product Packaging
- Print Media
- Web Development
- Project Management
- Marketing
- Marketing Strategy
- Social Media
- Typography
- Graphics
- Logo Design
- Web Design
- Photography
- Editing
- Video Production
- Motion Graphics
- Illustration
- Search Engine Optimisation (SEO)
- Adobe CC
- Adobe Photoshop
- Adobe Premiere Pro
- After Effects
- Adobe InDesign
- Adobe Illustrator
- Adobe Lightroom
- Adobe XD
- Clip Studio Paint
- WordPress
- Elementor
- LearnDash
- Advance Custom Fields
- CPTUI
- BigCommerce
- Google Analytics
- Klaviyo
- MailChimp
- Buffer Social Media Management
- Facebook Business Manager
- Facebook Creator Studio
- Awin
- Prestashop
- Microsoft Office
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Publisher
- Microsoft Access
- Microsoft Outlook
- PHP
- CSS3
- HTML 5
- MySQL
- Leadership
- Management
- Final Cut Pro
- Online Marketing
- Online Advertising
- Advertising
- Digital Strategy
- Team Leadership & more



Career History

With over 10 years experience as an E-Commerce & Digital Marketing Content Creator, I've spent my entire career growing alongside digital media in an ever changing, dynamic environment.

My work aims to be clean, minimal and premium. Every shot designed for maximum impact. Ideas delivered quickly, intensely and clearly. My design aesthetic is focused around high-fashion; edgy, luxury, cool, metropolitan.

My specialities include:

- E-Commerce
- Branding
- Web Development
- Email Marketing
- Social Media Marketing
- UI/UX
- Video Production
- Graphic Design

& more

My full portfolio can be found here:

<http://mustafarashid.com/>

Download my ATS compatible CV

Connect with me on LinkedIn:

<https://www.linkedin.com/in/mustyrashid/>



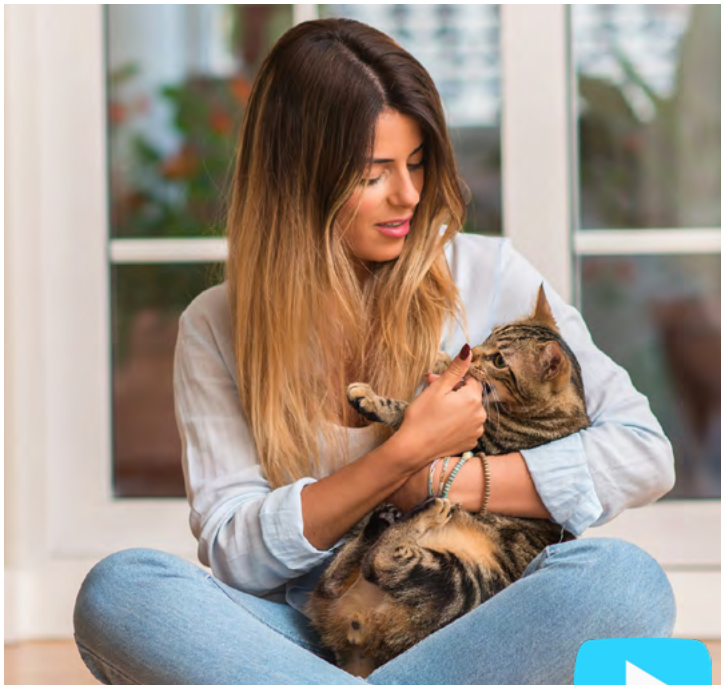
Pie Analysis Video Showreel

Pie Analysis Digital Marketing Agency Manchester

Senior Marketing Executive

Pie Analysis
pieanalysis.com
March 2018 - Present

- Management of projects from concept through to delivery, including Logo Design, Typography, Branding & Identity
- Corporate Brand Development
- Lead content creation ensuring all Content Marketing is engaging and relevant to customer moments across all channels
- Building good relationships with clients. Developing a deep understanding of the client's business, brand, sector, competitors, and audiences as well as Content Management & Digital Strategy
- Design, development & maintenance of websites and eCommerce platforms including Wordpress, Elementor, LearnDash, Prestashop & BigCommerce
- Reporting Analytics and Data with effective Visual Communication
- Bringing fresh ideas into the marketing department and ensuring that we remain at the forefront of the very latest marketing standards



VIDEOGRAPHY

Your consumers love videos. Plus, videos are one of most convenient ways to digest information. And it's more effective than text-based content.

Our team of highly qualified videographers will help your brand tell its story through commercials, product videos, tutorials and informative videos. And we look after everything from script writing, location setting, to set design and more.



Pie Analysis Digital Agency Trailer
Pie Analysis Digital Marketing Agency Manchester

Tiana Halal Cat Food
Worlds first fully halal sharia compliant pet food

Pie Analysis Services Booklet
Services offered by Pie Analysis



TURKISH COTTON TERRY TOWELLING BATHROBE

The Ultimate Turkish Cotton Bathrobe. Made with premium Turkish Cotton. The extra-long fibres make way for a super soft, luxurious, absorbent, cotton-towelling bathrobe. A very traditional bathrobe, perfect for all year round wrap up. Whether you want to lounge post bath or just relax in. This bathrobe is your perfect as everyday necessity. The bathrobe is premium luxury for your business or self-use. This bathrobe is a large fit and washes very well.

British Wholesales Product Guide
Products offered by British Wholesales





Content Director

IIEPD
iiepd.com
April 2019 - Present

- Creating innovative user journeys that are highly-engaging, concise and maximise conversion potential.
- Creating engaging content & bringing to life illustrations with Adobe After Effects & Adobe Premier
- Wire frame and design high quality mock-ups of apps before being passed to app development team
- Supporting and improving the brand, designing high quality assets across web, social & print

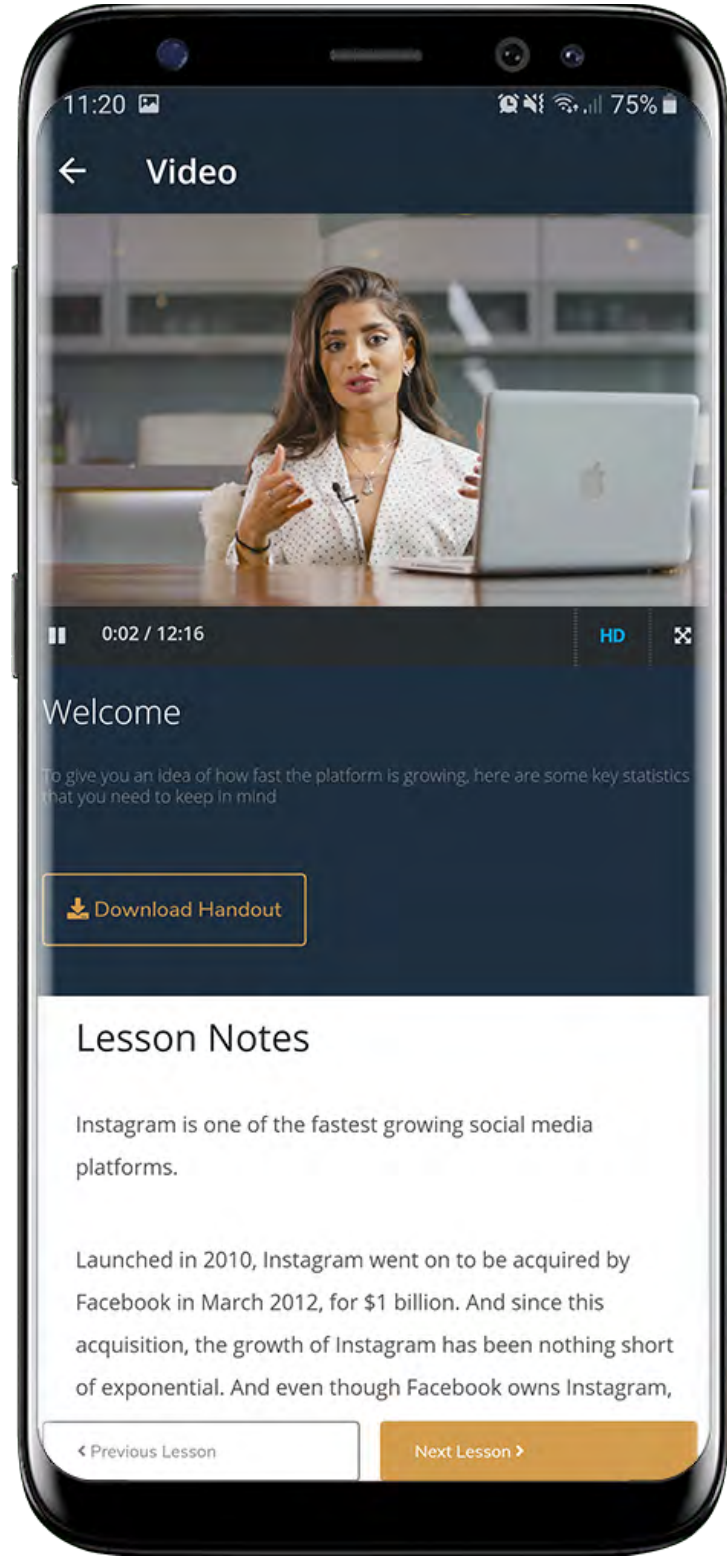


Influencers Teach Instagram Trailer

Teaser trailer for Instagram course



- Developing & delivering a variety of high-quality virtual events
- Plan, build & execute unpaid and paid social media campaigns
- Problem Solving through Teamwork & analytics
- Produce Television quality educational Entertainment alongside industry leading internet personalities



Learn Instagram with IIEPD

Trailer for Instagram course

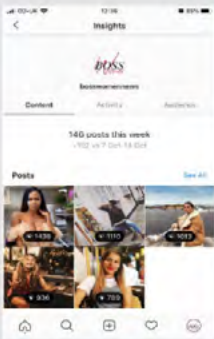
Welcome to IIEPD

Welcome to IIEPD Training & Development

Activity

The Activity tab shows you the level of interactions your Instagram profile receives.

This includes the number of profile visits, website clicks and emails. It also shows you the number of impressions (post views) and reach (the number of accounts your content has reached out to).



Audience

And finally, the Audience tab shows you information about your followers. This includes age range, location and where the majority of your followers live.



IIEPD Lesson Handout

Additional course content

IIEPD Digital Future Booklet

Proposal Booklet



Mona Living Vegan Skincare

New range of vegan skincare

Creative Manager

Mona Living
monaliving.com
October 2018 - Present

- Utilising a full range of digital creative tools, primarily Adobe Suite, to create and amend Graphic Design artwork as briefed.
- Creating digital or print ready output and ensuring that delivery is fit for purpose, and complies with core brand guidelines.
- Delivering concepts and ideas as completed designs that stand out within the constraints of a fast-turnaround environment.
- UI/UX design utilising customer testing tools to draw behavioural insight from customer journeys
- Overseeing social media strategy and execution across global social platforms





Mona Living Magazine
Magazine by Mona Living



OUR
HERO
PRODUCTS



CREAM
CLEANSER

Our lemongrass cleanser effortlessly removes makeup and impurities that combine mother nature's two most effective natural cleansers lemongrass and bergamot. Leaving your skin feeling revitalised and hydrated. Massage into your skin, use a warm towel to help to remove.



Mona Living Product Booklet
Products offered by Mona Living





BossWomen X ITV X The Real Housewives of Cheshire

Television event broadcast to over 14 million views Worldwide



Senior Graphic Designer

Boss Women News
bosswomennews.co.uk
March 2019 – Present

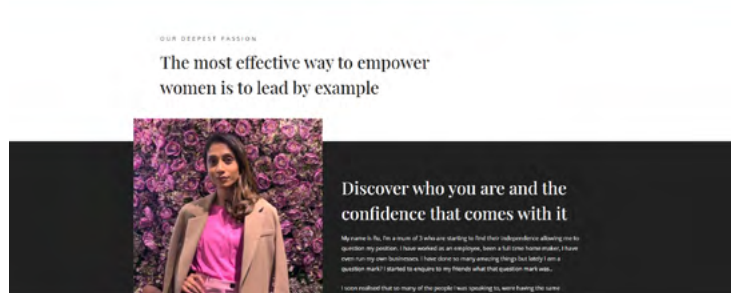
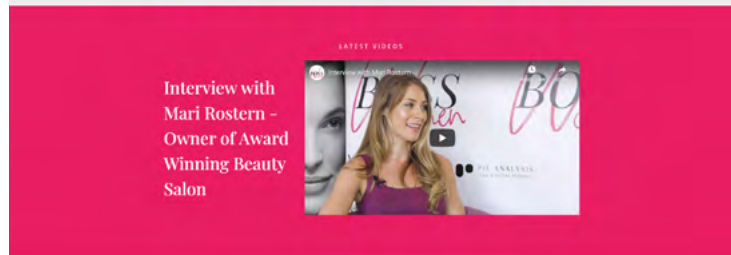
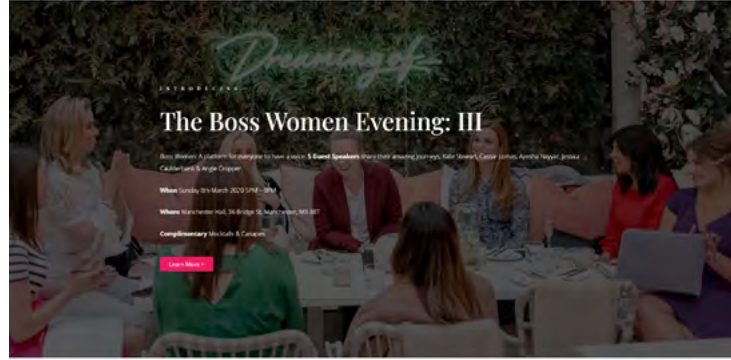
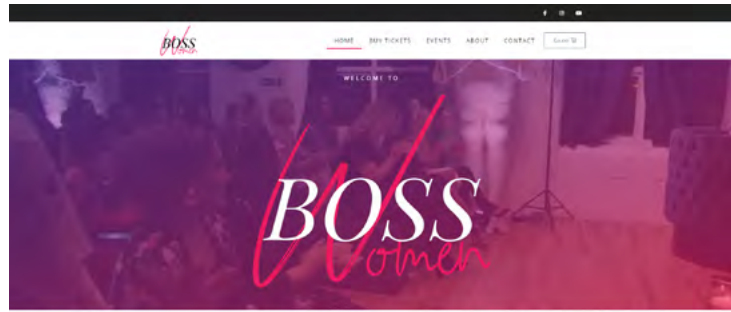
- Leading the brand expression across visual language, campaigns, social media, graphics and print to ensure strong and clear brand positioning as a route to competitive success
- Drive creative concepts for online & offline events to help establishing & nurturing a community
- Working closely with the social media team, delivering impactful social advertising campaigns & developing creative content to drive growth and engagement
- Managing workload and meet deadlines for campaign launches
- Featured on ITV Real Housewives of Cheshire



An Evening With Boss Women

Women empowerment etvent





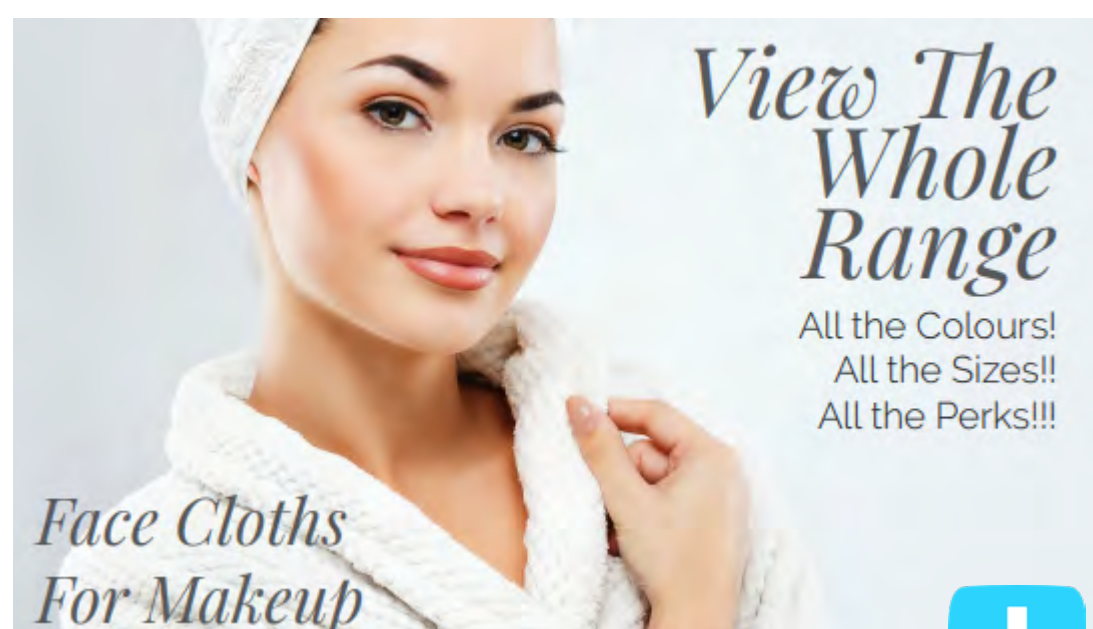
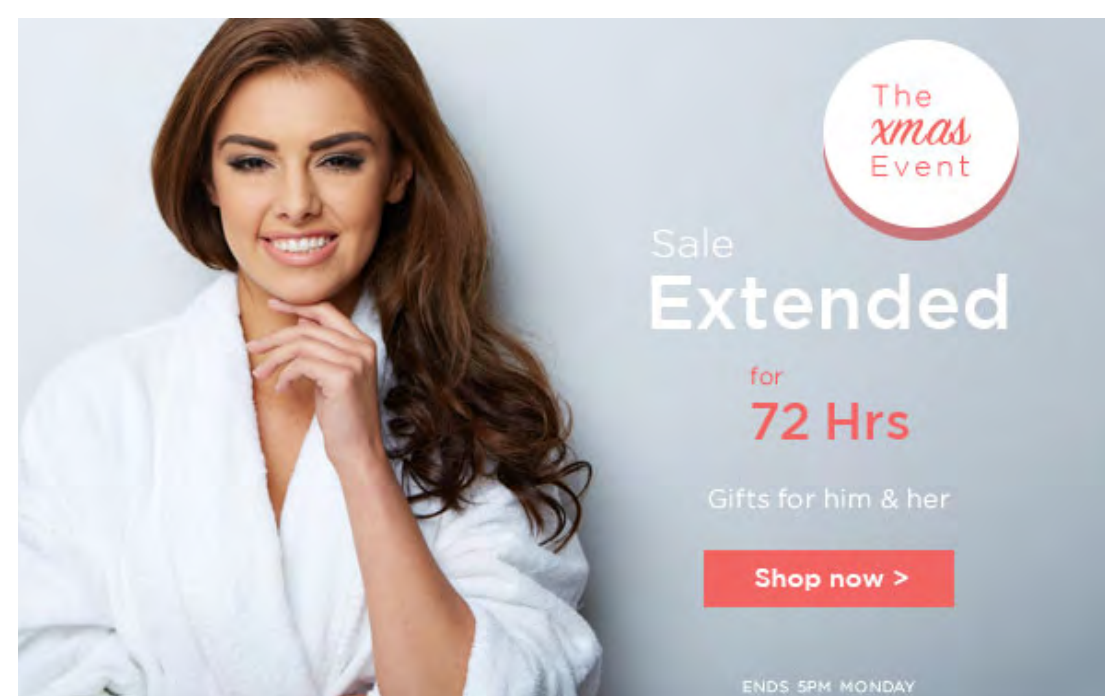
Interview with Mari Rostern
Award winning beauty salon owner

What does Boss Women mean to you?
60 second Q&A



BossWomen PR Booklet
Booklet about the debut event





The Towel Shop Face Cloth Influencer Guide

Influencer guide for postponed campaign

Campaign Manager

The Towel Shop
thetowelshop.co.uk
July 2016 - Present

- Managing, developing and mentoring a team of 5
- Responsible for all internal and external Marketing Communications & Brand Management
- Create inventive digital campaigns aligned to overall business strategy
- Keep website fresh and up to date with relevant content
- Creating engaging Email, Social & Affiliate Marketing campaigns
- Manage, Creative Design & Produce print related marketing material & packaging
- Develop website layout quarterly
- Building the brand across all Social Media platforms
- CRO focused Website redesign with a modern and clean look
- Redesigned product pages and funnels based on heat maps and split test
- Developed the mega menu
- Create and develop landing pages for sales and campaigns
- Wrote an Email Marketing program in PHP that dramatically reduced the time spent designing emails
- Growing Email list by holding regular competitions & giveaways
- Developed a dedicated following with customers by creating weekly emails
- Created automated email flows based on customers actions

Cyber Weekend SALE

UP TO 80% OFF



Christmas Delivery DEADLINES

FREE

20th December 2PM

STANDARD UK

21st December 2PM

NEXT DAY

22nd December 2PM

NEXT DAY SATURDAY

23rd December 2PM

[SHOP NOW >](#)



- Targeted emails to segmented audience
- Engaging email Copywriting
- Social Media Marketing Product Feed Retargeting for browser abandonment
- Boosted posts based on customer demographics
- Developing Stories for Instagram to push competition
- Created numerous Print publication in InDesign including product catalogues, Influencer guides, tailored price lists, coupons, product packaging, labels & branding
- Marketing both new and existing products, services and solutions
- Creation of marketing campaigns including email marketing and social media
- Testing website functionality and marketing campaigns
- Creation of new product bundles
- Optimising product listing and pages
- Affiliates Newsletters
- Collecting Analytics Data of the website to measure ROI & CRO
- Assisted in developing HR processes and documents

Bamboo

SUPER ABSORBENT | ECO FRIENDLY | ANTI FUNGAL | EXTRA SOFT

Exclusive
First Look

Pamper
your skin
every single
day with
our Bamboo
towel range.

NEW
PRODUCT

SUPER
SOFT

ULTIMATE
LUXURY

BOXING DAY SALE

£3.50 OFF £35 SPEND CODE: BOX35	£20.00 OFF £200 SPEND CODE: BOX200
£5.00 OFF £49 SPEND CODE: BOX49	£30.00 OFF £300 SPEND CODE: BOX300
£10.00 OFF £100 SPEND CODE: BOX100	£40.00 OFF £400 SPEND CODE: BOX400

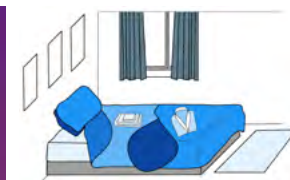
Shop now >

12 Days of Giving

FLASH SALE

10% OFF EVERYTHING

USE CODE **FLASH10**



WIN

1 of 3
Ultimate Bamboo
towel sets

Like & Win

Beach Towels Set

10 winners to be selected
ends 31st July 2016

TOWELSHOP GIVEAWAY

WIN
1 of 5
Bale Sets

WINTER SALE

ENDS THURSDAY

NOW EXTENDED

Shop now >

End of Summer SALE

SHOP NOW >

Multi-Buys

BUY MORE
SAVE MORE

Discover the Perfect Gifts

NEW PRODUCT

DRESSING GOWNS >

Gym Towels

Keep dry and in control.

Bamboo | Super Absorbent | Eco Friendly | Anti Fungal | Extra Soft

SHOP NOW >

Beach towels

HELLO SUMMER

MULTI BUY BUY MORE SAVE MORE

The Christmas event

up to 50% off

Free Delivery

The perfect Christmas Gift for him & her

SHOP NOW >

Luxury Bathrobes

Free Delivery

Discover Ultimate Luxury



Bath Sheet - 700 GSM Ultimate Bamboo Collection

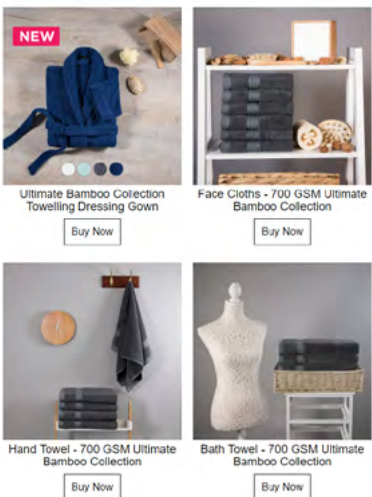
Buy Now

Colours:



Premium luxury bamboo collection towels, new and exclusive eco-friendly range arrived at The Towel Shop. Made from 50% cotton and 50% bamboo with a density of 700 gsm. At 700GSM this towel is super, super soft, highly durable and super absorbent. Available in 6 colours. This collection will suit every bathroom, hotel & spa.

Shop The Collection:



Hand Towel - 700 GSM Ultimate Bamboo Collection
Bath Towel - 700 GSM Ultimate Bamboo Collection

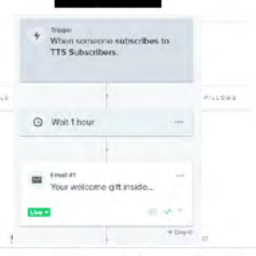
Manufactured using the finest cotton



Welcome!

to The Towel Shop

£5 off Coupon when you spend £40 or more



Ending Soon! 08 42 02



£10 Gift Voucher



Thank You

for being a customer with us

£5 off when you spend £40 or more



Ending Soon! 08 42 02



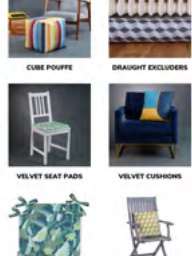
£10 Gift Voucher



Delivery & Warehouse Services Running Normally

All parcel operations continue to run as normal

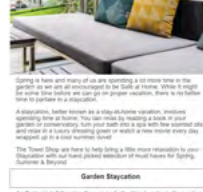
Introducing the CELINA DIGBY RANGE



SHOP CELINA DIGBY



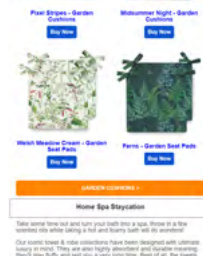
6 Piece Towel Bale Giveaway



Perfect Your 2020 Staycation

Get your staycation ready

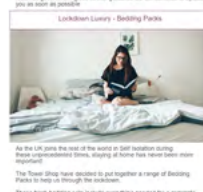
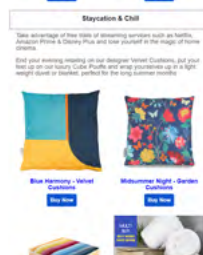
UK BASED WAREHOUSE



Home Spa Staycation



Staycation & Chill



Face Masks & PPE Available

UK BASED WAREHOUSE

UK BASED WAREHOUSE



Bamboo



12 Days of Giving



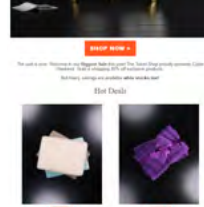
Face Masks & PPE Available

UK BASED WAREHOUSE

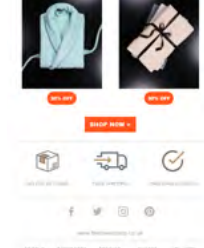
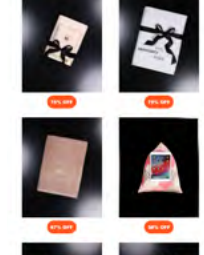
UK BASED WAREHOUSE



Cyber Monday SALE



Spring Sale



Embroidered Towels

Embroidered Towels

Embroidered Towels

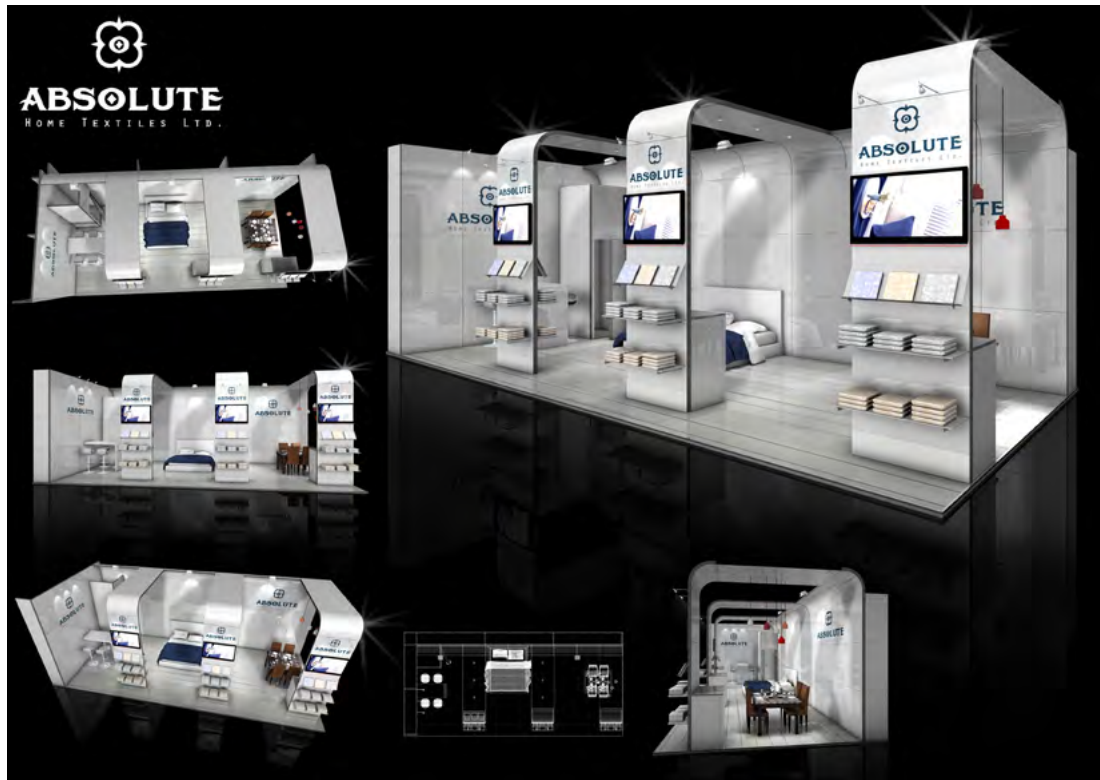


Spring Sale



Spring Sale





E-Commerce Executive

Absolute Home Textiles
 absolutehometextiles.co.uk
 April 2016 - Present

- Develop a B2B marketing strategy to support the indirect and direct sales channels
- Achieving 200% revenue growth over 3 years, increasing average order value
- Utilising analytics tools to establish the success of campaigns, reporting to senior stakeholders
- Executing Email, Social Media & print marketing
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, event management, social media & lead generation campaigns
- Conduct Data Analysis for Google Ads
- Overall Business Planning as well as Campaign Planning, Sales & Marketing

- Redesigned Website to bridge the gap between current design and designers mock-up of the website
- Re-introduced homepage carousel
- Implemented sales funnels
- Removed distracting elements from product page
- Social Media Marketing, Targeted potential clients based on their proximity to the exhibition venue
- Successful recruitment of new team members via Facebook
- Boosted Coupons to segmented email list on social media platforms
- Adding and updating stock



2016 Product Catalogue
Catalogue showcasing products & pricing



- Managing stock of online catalogue
- Upselling products by creating promotions based on quantity
- Retaining & rewarding customers with loyalty discounts and vouchers
- Creating banners, holding pages and flyers
- Updating the backend of the ecommerce system
- Testing and improving website functionality
- Developing trendy marketing campaigns based on customer habits
- Writing user guides and training staff to operate the website
- Troubleshooting Customer services and Logistics departments computer issues
- Enhancing browsing experience on mobile devices
- Implementing responsive features to make website content more accessible

New Year New Quote

Send over your requirements:
sales@absolutehometextiles.co.uk
+44 1204 827 553



HOSPITALITY / HOTELS / HEALTHCARE

WWW.ABSOLUTEHOMETEXTILES.CO.UK

Coupon Code
SALE

Shop Now >

We supply to the
Healthcare
Sector

Shop now >

Be our Guest
...and impress your
customers with our
fine dining linen.

Coupon Code
SALE

Shop Now >

Towels
400 - 700 GSM

Shop now >

Christmas Delivery DEADLINES

Don't miss out!

Standard UK
Wednesday 21st December 3PM
£4.99+VAT

Next Day
Thursday 22nd December 3PM
£6.99+VAT

Shop now >

SITE WIDE
FREE
DELIVERY

USE CODE: FREEDEL

SHOP NOW >

ENDS 17/01/2017

Thank You
FOR YOUR PURCHASE



30% OFF

£13.97



TRUSTPILOT
★★★★★

★★★★★
Sheets and pillows are great
best we have ever had
in our 10 years running a B & B.
The King size duvet is a dream.



SPECIALIST SUPPLIERS TO
HOTEL / HOSPITALITY / HEALTHCARE



ABSOLUTE HOME TEXTILES LTD.

★★★★★ Rated 9.5/10 On Trustpilot | Huge Range in Stock At Bulk Prices

Delivery & Warehouse Services Running Normally

SAVE **£15** using the following codes at checkout:

£3 off a £45 spend Enter Code: C3
£5 off a £70 spend Enter Code: C5
£10 off a £120 spend Enter Code: C10
£15 off a £175 spend Enter Code: C15

Coupon Code SALE

COUPONS EXPIRE 31st JANUARY

SAVE up to £50 using the following codes at the checkout

£15 off £175 USE CODE **C15**
£10 off £120 USE CODE **C10**
£5 off £70 USE CODE **C5**
£3 off £45 USE CODE **C3**

FLASH SALE
5% OFF EVERYTHING!

USE CODE: **SAFE5**

Claim Offer >

Save 5% Now >

WIN Satin Stripe Hotel Pillows

Enter Now >

TRENDING STORY

Absolute Efficiency: Our 5 Star Delivery Service

At Absolute Home Textiles, we pride ourselves on delivering high quality products to all our customers around the world. We work tirelessly with our highly efficient courier service to ensure we deliver all orders as promptly and efficiently as possible.

Our detailed delivery service means you can easily track your order from start to finish and keep track of how far away your special delivery drive is from your location. Using interactive live maps, you can easily keep on top of where your order is and the time it is due to be delivered. Should you be unavailable for collection, you will receive a notification 1 hour before your order is due to be delivered, meaning you can plan accordingly.

Read more in our blog, Absolute Efficiency: Our 5 Star Delivery Service.

TRENDING STORY

Absolute Efficiency: Our 5 Star Delivery Service

Bedding **Towels**
Table Linen **Bathrobes**
Duvets & Pillows **FR & WATERPROOF BEDDING**

Follow us to be the first to find out about **Industry News & Exclusive Deals**

ABSOLUTE HOME TEXTILES LTD.

★★★★★ Rated 9.5/10 On Trustpilot | Huge Range in Stock At Bulk Prices

NEWSLETTER

EXCLUSIVE OFFER

£20 off £300 Spend **N.L.1.7MAY**

Shop Now >

COTTON GROWERS AVOID STICKY COTTON

CONSUMERS QUESTION TECHNOLOGY IN HOSPITALITY

NEW COTTON DEVELOPED

Bedding **Towels**
Table Linen **Bathrobes**

Claim Offer >

TRENDING STORY

Absolute Efficiency: Our 5 Star Delivery Service

Bedding **Towels**
Table Linen **Bathrobes**
Duvets & Pillows **FR & WATERPROOF BEDDING**

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ABSOLUTE HOME TEXTILES LTD.

★★★★★ Rated 9.5/10 On Trustpilot | Huge Range in Stock At Bulk Prices

NEWSLETTER

EXCLUSIVE OFFER

£20 off £300 Spend **N.L.1.7MAY**

Shop Now >

COTTON GROWERS AVOID STICKY COTTON

CONSUMERS QUESTION TECHNOLOGY IN HOSPITALITY

NEW COTTON DEVELOPED

Bedding **Towels**
Table Linen **Bathrobes**

Claim Offer >

ABSOLUTE HOME TEXTILES LTD.

★★★★★ Rated 9.5/10 On Trustpilot | Huge Range in Stock At Bulk Prices

COUPON CODE SALE

FREE DELIVERY ENDS TODAY

FREE DELIVERY

FREEDEL

Shop Now >

EXCLUSIVE OFFERS

£4 off £75 USE CODE **AF4**
£10 off £150 USE CODE **AF10**
£20 off £250 USE CODE **AF20**
£50 off £500 USE CODE **AF50**

Claim Offer >

TRENDING STORY

Absolute Efficiency: Our 5 Star Delivery Service

Bedding **Towels**
Table Linen **Bathrobes**
Duvets & Pillows **FR & WATERPROOF BEDDING**

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ABSOLUTE HOME TEXTILES LTD.

★★★★★ Rated 9.5/10 On Trustpilot | Huge Range in Stock At Bulk Prices

Bedding Packs

Personal Protection Packs

Shop The Collection

High Quality Full Bedding Pack
High Quality Full Bedding Pack with Towels
High Quality Full Bedding Pack with Bathrobes

Buy Now

WIN Satin Stripe Hotel Pillows

Enter Now >

TRENDING STORY

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ABSOLUTE HOME TEXTILES LTD.

★★★★★ Rated 9.5/10 On Trustpilot | Huge Range in Stock At Bulk Prices

Personal Protection Packs

VAT FREE PPE

Hand Sanitizer - 10L
Hand Sanitizer - 5L
Personal Protective Goggles
Personal Protective Suits

Buy Now

TRENDING STORY

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ABSOLUTE HOME TEXTILES LTD.

★★★★★ Rated 9.5/10 On Trustpilot | Huge Range in Stock At Bulk Prices

Ultimate Bamboo is Back

700 GSM Ultimate Bamboo Collection

Buy Now

Exclusive Luxury Bamboo Collection Towels

Our premium luxury bamboo collection towels are the new and exclusive eco-friendly range. Made from 50% cotton and 50% bamboo with a density of 700gsm. Natural, Greener, Renewable and Eco-Friendly fabric has been used and tested to create the ideal luxury and eco-friendly towel. The natural properties of the bamboo towel ensure that its anti-bacterial, anti-fungal, anti-static, odour resistant & hypoallergenic. Bamboo is one of the most eco-friendly and sustainable sources of fibres in the world. At 700GSM this towel is super, super soft, highly durable and super absorbent. Available in 6 colours, this collection will suit every bathroom, hotel & spa.

- Made from 50% Cotton & 50% Bamboo
- 700 GSM
- Eco-friendly
- Anti-bacterial
- Anti-fungal
- Odour Resistant
- Super soft
- Highly durable
- Super absorbent
- Available in 6 colours, White, Cream, Duck egg, blue, charcoal, navy blue & grey

Bath Sheet - 700 GSM Ultimate Bamboo Collection **Buy Now**

Bath Towel - 700 GSM Ultimate Bamboo Collection **Buy Now**

Hand Towel - 700 GSM Ultimate Bamboo Collection **Buy Now**

Face Cloths - 700 GSM Ultimate Bamboo Collection **Buy Now**

ABSOLUTE HOME TEXTILES LTD.

★★★★★ Rated 9.5/10 On Trustpilot | Huge Range in Stock At Bulk Prices

Be a part of our biggest SALE ever **SAVE £51** using the following codes at checkout:

£51 off a £500 spend Enter Code: B51
£24 off a £300 spend Enter Code: B24
£12 off a £175 spend Enter Code: B12
£4 off a £90 spend Enter Code: B4

ENDING SOON

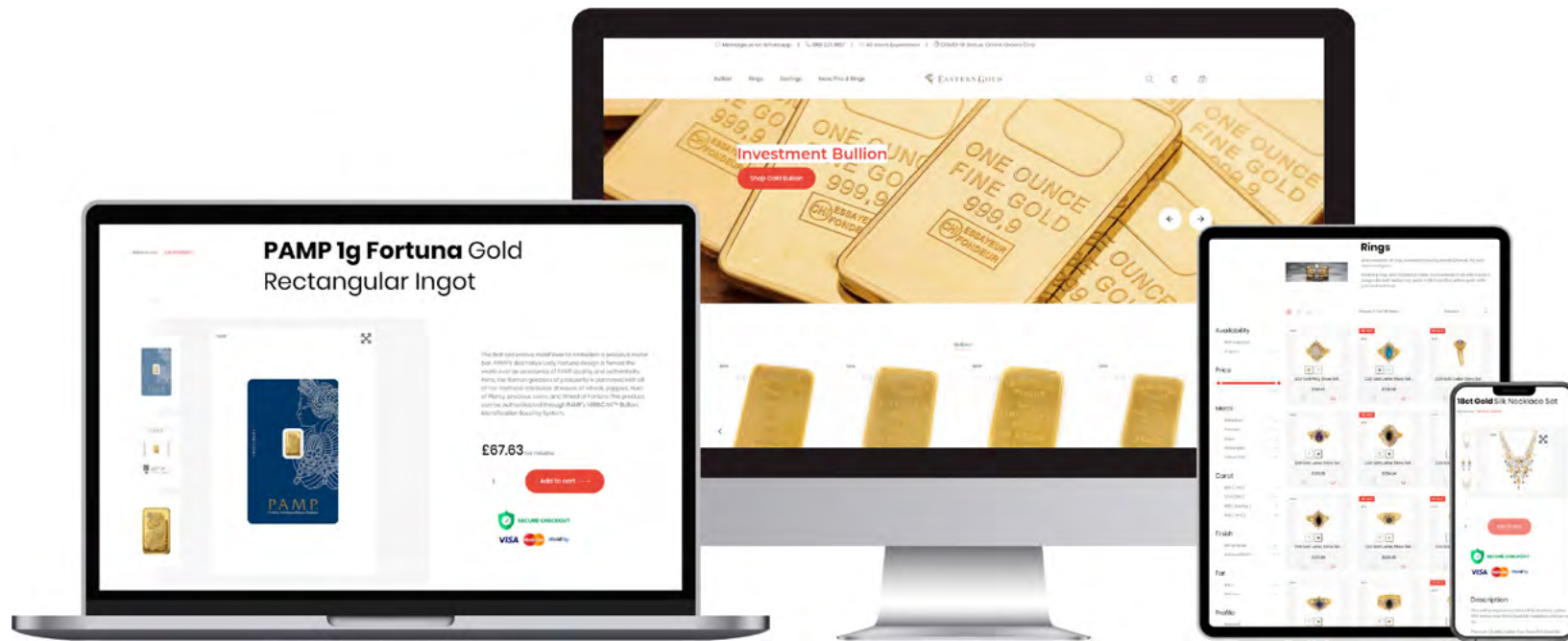
COUPON CODE SALE

£51.00 OFF £500 CODE: **B51**
£24.00 OFF £300 CODE: **B24**
£12.00 OFF £175 CODE: **B12**
£4.00 OFF £90 CODE: **B4**

SHOP NOW >

Bedding **Towels**
Table Linen **Bathrobes**
Duvets & Pillows **FR & WATERPROOF BEDDING**

Follows us to be the first to find out about **Industry News & Exclusive Deals**



Marketing Manager

Eastern Gold Co
 easterngold.co.uk
 May 2011 - Present

- Create & establish E-Commerce solution for retail business
- Plan and execute the monthly marketing calendar for both online and retail channels
- Managing the marketing budget
- Liaise with marketing agencies and ensure work produced is aligned with business objectives
- Collaborate with other in-house teams to ensure effective & efficient marketing function
- Provide reports for all marketing channels
- Develop the Corporate Identity
- Conduct Market Research & Competitor Research via online tools & analytics
- Other Marketing Management responsibilities included Marketing Communications, Sales Management & New Business Development
- Re-engineered website theme to provide a better browsing experience by incorporating responsive design
- Implement google rich snippets to provide more detailed search results
- Ensure compatibility with multiple browsers
- Integrate company branding
- Developed a back-office tool to Automatically update product prices based on product attributes and categories.
- Replaced time-consuming, error-prone manual processes with automated solution.



Eastern Gold Co. - Diamond Guide

Made in 2006, educational video about diamonds

- Rewriting complex sql statements into clearer and more efficient actions
- Themed with Bootstrap
- Integrated jQuery to provide a more pleasing experience
- Migrate products and their technical data from old, complicated website into new using MySQL
- Used troubleshooting and researching skills to find solutions to problems that were not addressed in the CMS documentation
- SEO and Google Analytics
- Photography & Image Editing of jewellery using software packages such as lightroom, illustrator and Photoshop.





Apollo 11 by Area 51
 Promo for a new flavour



Brand Manager

Area51 - iJoy eJuice
 mustyreviews.com
 June 2017 - Present

- Responsible for developing innovative Product, Brochures & Poster Design that meet and exceed our customer's expectations
- Work with product management to analyse customer requirements and propose suitable solutions
- Break down complex concepts into easy, understandable terms and effectively communicate appropriate to the audience
- Utilise analytics and customer feedback to create compelling conceptual designs
- Present design proposals to varying audiences
- Establish Integrated Marketing Communications
- Lead Brand Development & Merchandising
- Conduct Market Analysis & Competitive Analysis



Blueberry Ice Stik by Area 51
 Promo for a new product



Impressions

1.3M ↑2,314



Opens

366.1K ↑3,116



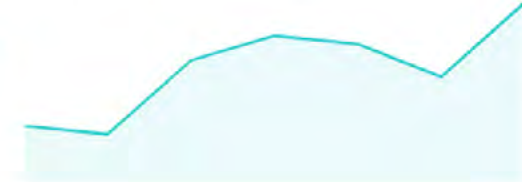
Captures

145.5K ↑1,024



Shares

9.9K ↑98



Founder

Musty Reviews
mustyreviews.com
June 2016 - Present

- **VIRAL Instagram filters** (1.6 Million ORGANIC impressions as of 4th June 2020 before new metrics were introduced, now 1.4M)
- **1.4 Million Organic impressions on 1 filter** - 100k Captures, 7k Shares (1.2M after new metrics)
- Using ACF & CPT UI with Elementor Pro to make a swift & easy movie review platform



Which X-Men Are You

Visible

1.2M

250.5K

106.9K

7.8K



Which Spider-Man

Visible

41.5K

55.4K

21.2K

1.1K



Spider-Man Villain

Visible

36.3K

38.9K

15.2K

789



Ruby Lens

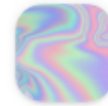
Visible

22.2K

3.7K

918

76



HolographicAesthetic

Visible

5.7K

6.7K

1K

72



V/H/S-2

Visible

1.7K

799

72

11



V/H/S-1

Visible

644

744

134

19

Try the filters

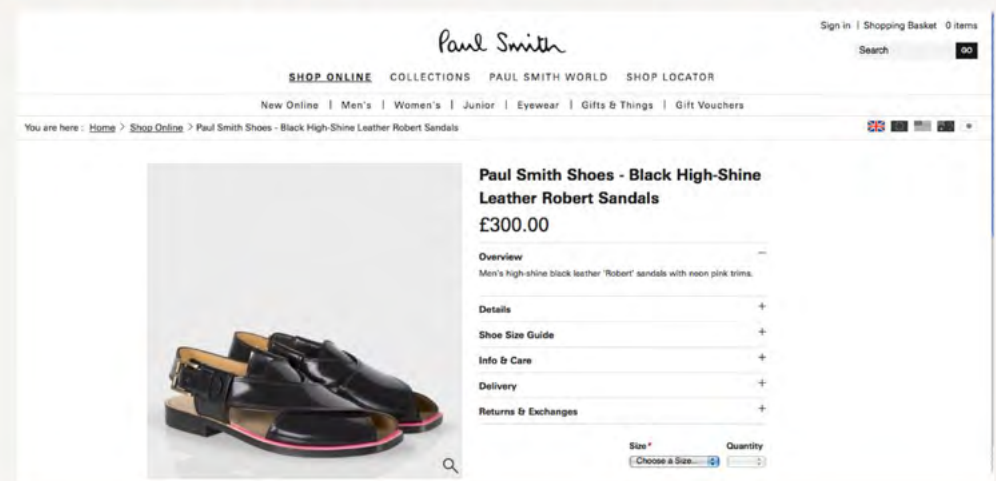
Try the filters on Instagram @Musty_Reviews



MARCHESA SPRING 2013 READY-TO-WEAR



PAUL SMITH "ROBERT" SANDALS 2014



Social Media Marketing Consultant

Manchester Museum
 museum.manchester.ac.uk
 July 2020 – August 2020

- Freelance Role for South Asian Heritage Month which was in conjunction with Manchester Museum, British Council and Electric Bazaar
- Multichannel Online Marketing & Social Media Content Creation
- Online Advertising via Social Media Optimization (SMO) & Content Strategy
- Converting a Zoom Webinar into a High Quality Digital Media Presentation
- Effective Marketing Communications via Facebook, Instagram, Twitter, LinkedIn & YouTube

MANCHESTER 1824
 The University of Manchester
 MANCHESTER MUSEUM
 BRITISH COUNCIL
 electric bazaar
 #SouthAsianHeritageMonth

CULTURAL APPROPRIATION VS CULTURAL APPRECIATION

PANEL: Join us for a discussion panel on Zoom with Shamima and Alicya, founders of ethical fashion social enterprise Electric Bazaar, and guests to discuss the fine line between cultural appropriation and cultural appreciation.

HOSTED BY
 Nazma N
 fashion lover &
 award-nominated
 blogger

VISIT
<http://bitly.com/abculture>
 TO REGISTER

Panel discussion
7PM FRIDAY, 7TH AUGUST

Social Post & Zoom Webinar Presentation

South Asian Fashion: Cultural Appropriation vs Cultural Appreciation Discussion



Freelance Video Editor

FindBakers

findbakers.com

July 2020 – August 2020

- Creating engaging advert to promote the brand. The core purpose of the video is to advertise the B2C aspect of the service
- Video Editing & Video Production of Stock Footage
- Motion Graphics & Video Post-Production via Adobe After Effects, Adobe Premier & Final Cut Pro
- Help establish visual Marketing Communications



Findbakers Promo

Promo for B2C audience





01

E-Commerce

[VIEW PORTFOLIO >](#)



02

Branding

[VIEW PORTFOLIO >](#)



03

Video

[VIEW PORTFOLIO >](#)



04

Email Marketing

[VIEW PORTFOLIO >](#)



05

Social Media

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