

Mustafa Rashid

Digital Manager mustafarashid.com

07921025274

mail@mustafarashid.com

www.linkedin.com/in/mustyrashid

Digital Marketing professional
specialising in B2B & B2C
Ecommerce & Content Creation

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

Campaign Manager

The Towel Shop
thetowelshop.co.uk
March 2018 - Present

The Towel Shop is one of the UK's leading B2C textile e-retailers. I also worked with the B2B side of the business targeting Hotels, Hospitality & Healthcare

Responsibilities:

- Manage a team of 10 across 6 departments (photography, social, seo, ppc, email, web dev)
- Develop a B2B & B2C marketing strategy
- Lead Seasonal Campaign Strategy and promote across Email, Social, Affiliates & Print
- Redesign websites, product pages and funnels based on quarterly heat maps and split test
- Growing Email Lists & Lead Generation Campaigns
- Supplying to industry leading brands such as NHS, Marriot, Hilton, Reading & Leeds, Glastonbury, Apple Music Festival, Britain's Got Talent, The Only Way is Essex & more

Achievements:

- Achieving 200% revenue growth over 3 years, increasing average order value
- Growing email lists by 50,000+ subscribers
- 2x Email engagement rate to 13% & 3x average order value from £700 to £2000
- Successfully delivered 1000+ newsletter Emails to approx. 100K subscribers
- Successfully implemented Automated Email campaigns including Welcome Series, Customer Win-Back, Abandon Carts and more
- Increase social following by holding regular giveaways
- Converted 5 High Value International B2B leads from 1 Lead Generation Campaign
- Recruited 8 Employees to help with the growing demand of the business

Creative Manager

Absolute Home Textiles
absolutehometextiles.co.uk
July 2016 - March 2018

Absolute are a Digital Agency specialising in E-commerce and Social Marketing

Responsibilities:

- Managing, developing and mentoring a team of 5
- Management of projects from concept through to delivery
- Developing & delivering a variety of high-quality virtual events
- Plan, build & execute organic and paid social media campaigns
- Lead multi-channel content creation across Social, Web & Print
- Account management to retain and grow my portfolio of clients
- Design, development & maintenance of websites and eCommerce platforms

Achievements:

- Signed up 3 new clients worth 20% of annual agency turnover
- Successfully delivered 20+ campaigns for my portfolio of clients
- Successfully trained 5 interns on the Apprenticeships Scheme from The Manchester Collage
- Created Influencer Marketing Course that is being used by Businesses & Collages
- Hosted 10+ Events including Virtual Events, Corporate presentations & Educational Lectures
- Featured in Multiple Blog Posts & Articles for The Sharp Project & Arbeta
- Clients were featured on ITV Real Housewives of Cheshire & Unity Radio

Marketing Manager

Eastern Gold Co
easterngold.co.uk
May 2011 - July 2016

Eastern Gold is a family jewellery business 1981, the Ecommerce business was launched in 2011.

Responsibilities:

- Create & Manage Ecommerce platform
- Plan & execute regular marketing campaigns
- Provide reports for all marketing channels
- Multichannel Online Marketing & Social Media Content Creation
- UI/UX design utilising customer testing tools to draw behavioural insight from customer journeys
- 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
- Responsible for developing innovative Product, Brochures & Poster Design

Achievements:

- Developed a back-office tool to Automatically update product prices based on product attributes and categories.
- Triple organic website visitors via organic social media marketing
- Increased online sales by 300% via paid social media campaigns
- Increases foot traffic via improvements to google listing visibility
- Redesigned product pages and funnels based on heat maps and split test
- Featured on Manchester Evening News, Geo News, ARY News, Asian Sound Radio & British Muslim Heritage Centre

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, 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

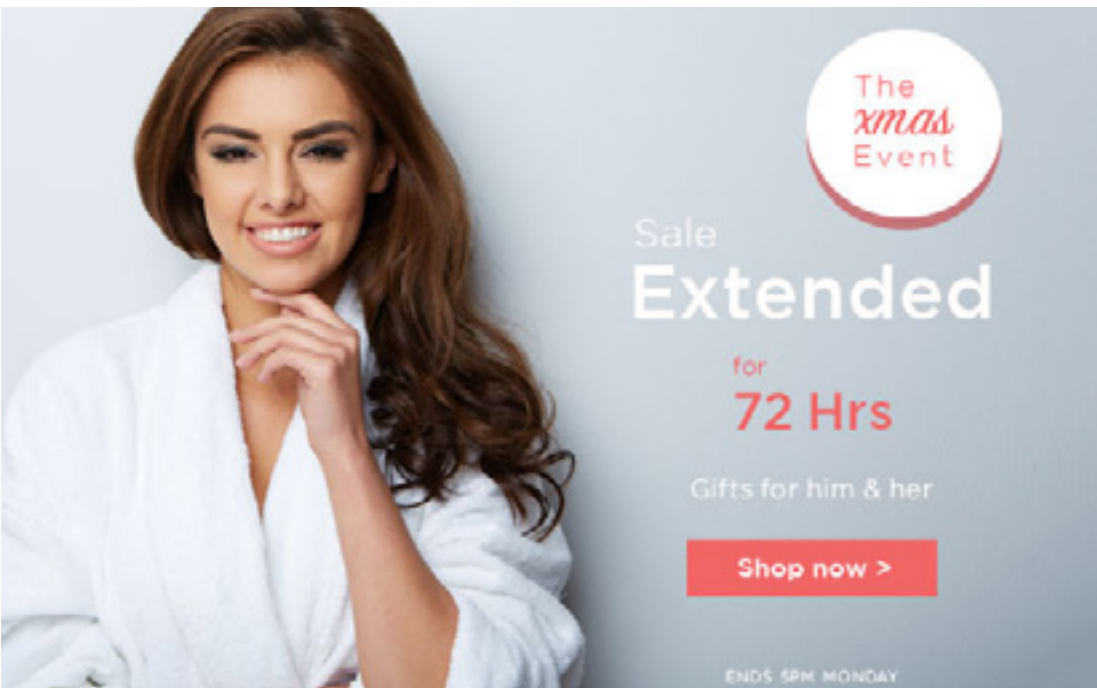
& more

My full portfolio can be found here:

<http://mustafarashid.com/>

Connect with me on LinkedIn:

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



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

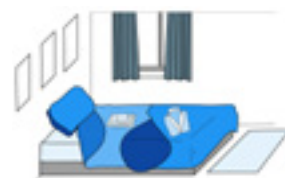
Shop now >

12 Days of Giving

FLASH SALE

10% OFF EVERYTHING

USE CODE **FLASH10**



WIN

1 of 5
Ultimate Bamboo
Traveling Towels

Like & Win

Beach Towels Set

10 winners to be selected
with 31st July 2016

GIVEAWAY

WIN
1 of 5
Bale Sets

WINTER SALE

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 present

up to 50% off

Gifts

The perfect Christmas Gift

For Him & Her

Luxury Bathrobes

Discover Ultimate Luxury



Bath Sheet - 700 GSM Ultimate Bamboo Collection

Buy Now

Colours:



Premium luxury bamboo collection towels, ones and exclusive eco-friendly super absorbent at The Towel Shop. Made from 100% cotton and 50% bamboo with a density of 700 gsm.

Shop The Collection:



Ultimate Bamboo Collection Towelling Dressing Gown



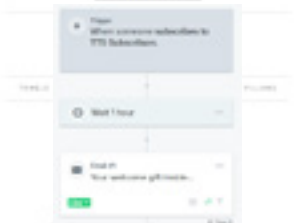
Hand Towel - 700 GSM Ultimate Bamboo Collection

Manufactured using the finest cotton



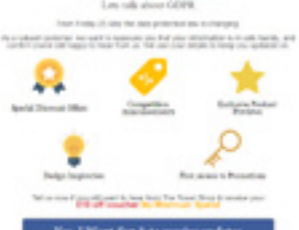
£5 off Coupon

HELLO



Ending Soon!
08 42 02

£10 Gift Voucher



£5 off

TY1

£22 off

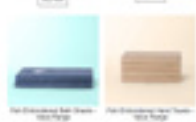
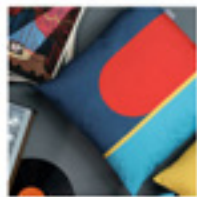
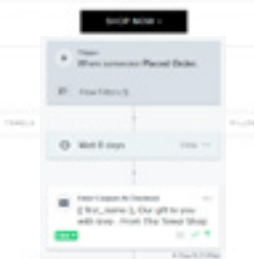
TY3

£10 off

TY2

£6 off

TY4





Creative Manager

Absolute Home Textiles
 absolutehometextiles.co.uk
 April 2016 - December 2020

- 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

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 13/01/2017

Thank You
FOR YOUR PURCHASE



SPECIALIST SUPPLIERS TO
HOTEL / HOSPITALITY / HEALTHCARE

★★★★★

Shower gowns and robes are great
for use in hotels and B&Bs.
We offer 10 years running a B & B.
The King of Robes is a brand.



30% OFF



★★★★★



ABSOLUTE
 5.0 ★★★★★ **Rated 5.0/5 by Customers** | **Shop Range in Stock at Bulk Price**

Delivery & Warehouse Services Running Normally

FLASH SALE
5% OFF EVERYTHING!

USE CODE: SAFES

Claim Offer >

Save 5% More >

With Satin Stripe Head Pillows

WIN

SATIN Stripe Pillows

Enter Now >

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
 5.0 ★★★★★ **Rated 5.0/5 by Customers** | **Shop Range in Stock at Bulk Price**

SAVE £15 using the following codes at checkout

£3 off a £10 spend Enter Code: C3
 £5 off a £15 spend Enter Code: C5
 £10 off a £20 spend Enter Code: C10
 £15 off a £25 spend Enter Code: C15

Coupon Code SALE

COUPONS EXPIRE 31st JANUARY

Save up to £15 using the following codes at 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

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
 5.0 ★★★★★ **Rated 5.0/5 by Customers** | **Shop Range in Stock at Bulk Price**

NEWSLETTER

EXCLUSIVE OFFER
£20 off £200 **WELL TRAIT**

Shop Now >

COTTON GROWERS
AVOID STRONG LIGHTING (B20C1)

CONSUMERS QUESTION TECHNOLOGY (B20C2)

NEW COTTON DEVELOPED (B20C3)

BEDDING **TOWELS**
TABLE LINEN **BATHROBES**

ABSOLUTE
 5.0 ★★★★★ **Rated 5.0/5 by Customers** | **Shop Range in Stock at Bulk Price**

COUPON CODE SALE

FREE DELIVERY ENDS TODAY

FREE DELIVERY

FREEDEL

Shop Now >

EXCLUSIVE OFFERS

£4 off £75 A14
£10 off £150 A15
£20 off £250 A170
£50 off £500 A175

Claim Offer >

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
 5.0 ★★★★★ **Rated 5.0/5 by Customers** | **Shop Range in Stock at Bulk Price**

Bedding Packs

Shop the Collection

WAT FREE PPE

Wholesale PPE >

Delivery & Warehouse Services Running Normally

With Satin Stripe Head Pillows

WIN

SATIN Stripe Pillows

Enter Now >

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
 5.0 ★★★★★ **Rated 5.0/5 by Customers** | **Shop Range in Stock at Bulk Price**

Personal Protection Packs

WAT FREE PPE

Wholesale PPE >

Delivery & Warehouse Services Running Normally

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
 5.0 ★★★★★ **Rated 5.0/5 by Customers** | **Shop Range in Stock at Bulk Price**

Ultimate Bamboo is Back

100 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 100gsm. Natural, Gentle, Sustainable and Eco-Friendly fabric. Has been used and tested to create the most luxury and eco-friendly towel. The natural properties of the bamboo towel ensure that it is anti-bacterial, anti-fungal, anti-viral, odour resistant and hypoallergenic. Bamboo is one of the most eco-friendly and sustainable resources of fibres in the world. At 100 GSM the towel is super soft, highly durable and super absorbent. Available in 5 colours. This collection will suit every bathroom, hotel & spa.

- Made from 50% Cotton & 50% Bamboo
- 100 GSM
- Eco-friendly
- Anti-bacterial
- Anti-fungal
- Odour Resistant
- Super soft
- Highly durable
- Super absorbent
- Available in 5 colours, White, Cream, Duck-egg, Blue, Charcoal, Navy Blue & Grey

Bath Sheet - 100 GSM Ultimate Bamboo Collection **Buy Now**

Bath Towel - 100 GSM Ultimate Bamboo Collection **Buy Now**

Hand Towel - 100 GSM Ultimate Bamboo Collection **Buy Now**

Face Cloths - 100 GSM Ultimate Bamboo Collection **Buy Now**

ABSOLUTE
 5.0 ★★★★★ **Rated 5.0/5 by Customers** | **Shop Range in Stock at Bulk Price**

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

ENDING SOON

COUPON CODE SALE

£51.00 OFF £500 To get £51 off £500 spend - use CODE: B51

£24.00 OFF £300 To get £24 off £300 spend - use CODE: B24

£12.00 OFF £175 To get £12 off £175 spend - use CODE: B12

£4.00 OFF £90 To get £4 off £90 spend - use CODE: B4

SHOP NOW >

BEDDING **TOWELS**
TABLE LINEN **BATHROBES**
DUVETS & PILLOWS **FR & WATERPROOF BEDDING**

Follow us to be the first to find out about industry news & exclusive deals

f t i d in



Video Showreel
Digital Marketing Agency Manchester

Creative Manager

Absolute Home Textiles
absolutehometextiles.co.uk
April 2016 - December 2020

- 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



Digital Agency Trailer
Digital Marketing Agency Manchester



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



Agency Services Booklet
Services offered by Digital Agency



British Wholesales Product Guide
Products offered by British Wholesales



Content Director

IIEPD
iiepd.com
April 2019 - December 2020

- 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



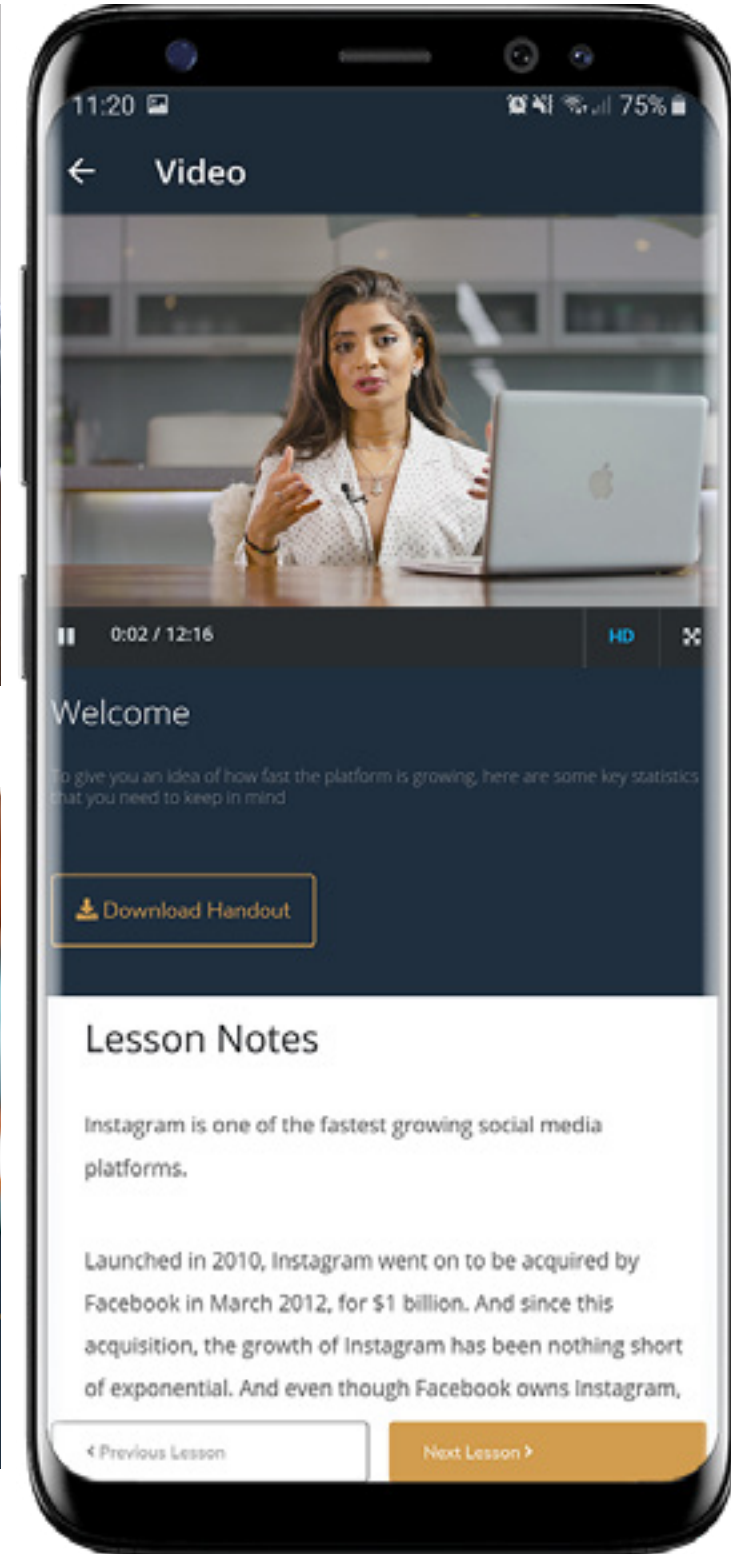
Learn Instagram with IIEPD

Trailer for Instagram course



Welcome to IIEPD

Welcome to IIEPD Training & Development



11:20 75%

Video

0:02 / 12:16

Welcome

To give you an idea of how fast the platform is growing, here are some key statistics that you need to keep in mind

Download Handout

Lesson Notes

Instagram is one of the fastest growing social media platforms.

Launched in 2010, Instagram went on to be acquired by Facebook in March 2012, for \$1 billion. And since this acquisition, the growth of Instagram has been nothing short of exponential. And even though Facebook owns Instagram,

< Previous Lesson

Next Lesson >



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 – December 2020

- 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



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 – December 2020

- 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



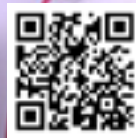
An Evening With Boss Women

Women empowerment event

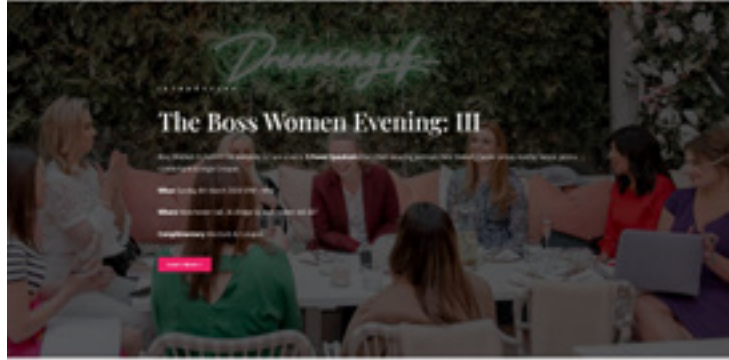
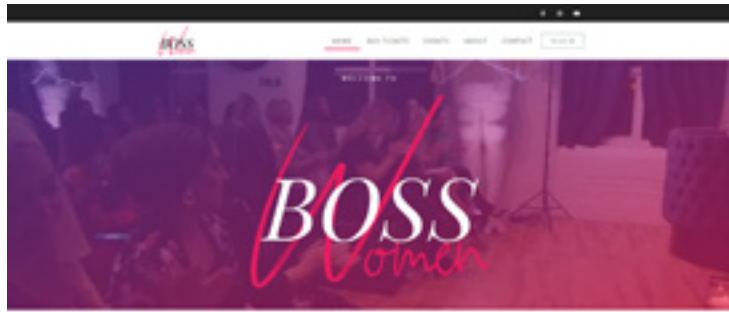




Interview with Mari Rostern
Award winning beauty salon owner

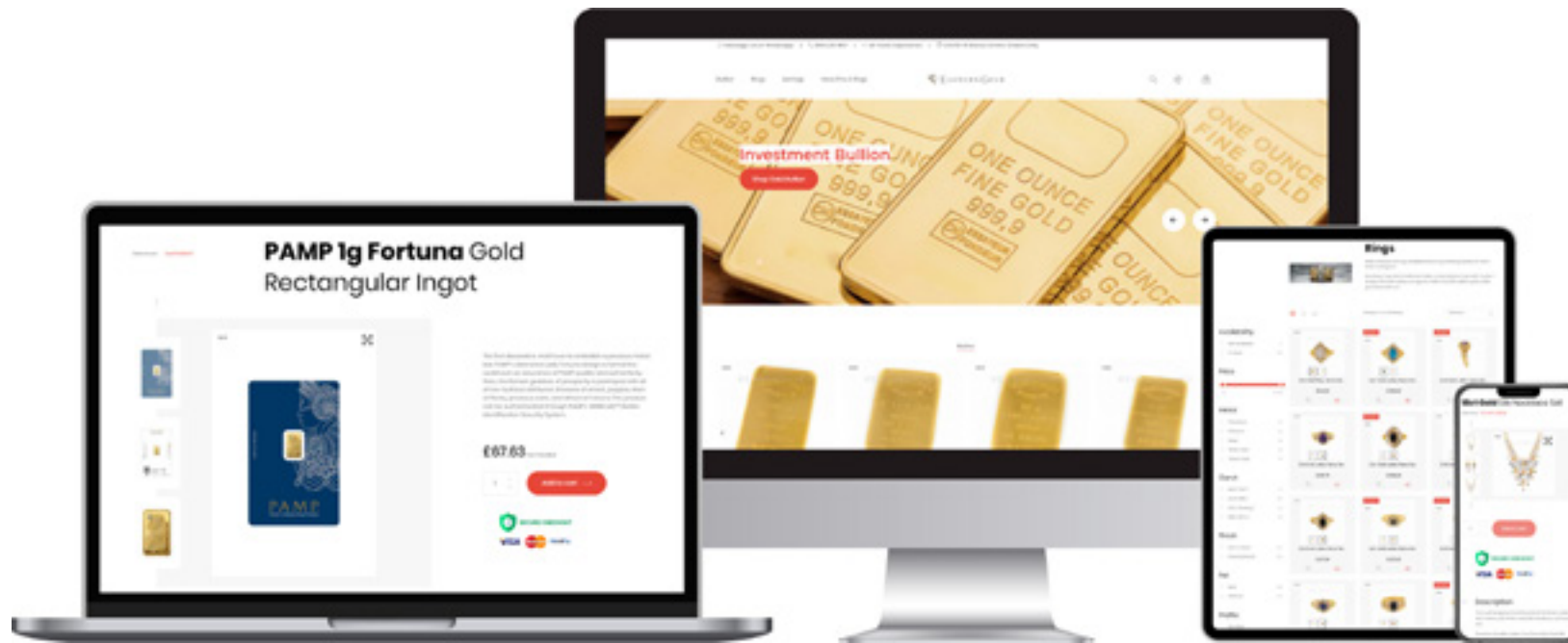


What does Boss Women mean to you?
60 second Q&A



BossWomen PR Booklet
Booklet about the debut event





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 – December 2020

- 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

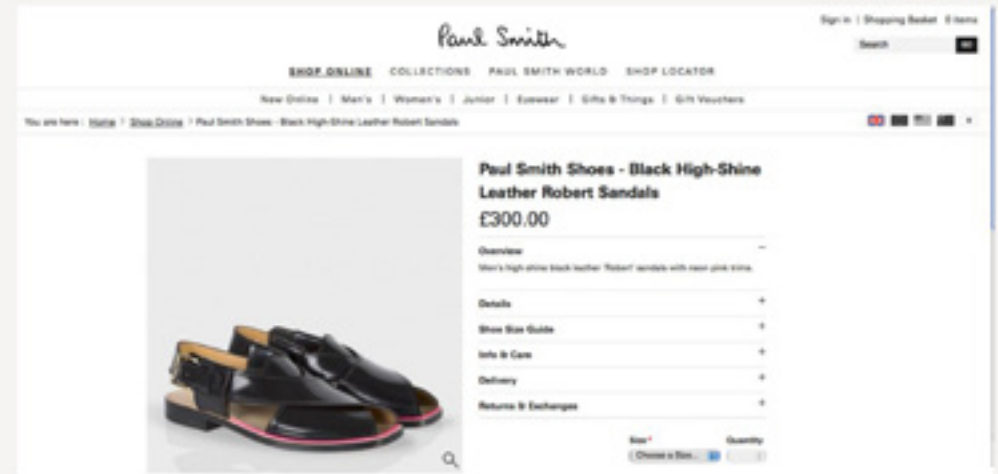
Try the filters on Instagram @Musty_Reviews



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

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

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02

Branding

[VIEW PORTFOLIO >](#)



03

Video

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04

Email Marketing

[VIEW PORTFOLIO >](#)



05

Social Media

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