



SONIA AKHTAR HUSSAIN

MARKETING | AVAILABLE IMMEDIATELY

RESILIENT, DRIVEN, THINKER, CURIOUS & AMBITIOUS PROFESSIONAL



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sonia-akhtar-hussain

Personal Profile

I am a Masters Degree student of Strategic Marketing Management who is seeking the opportunity to utilise my academic knowledge and practical experience in a professional Marketing environment. Throughout my career I have proven success in leading high profile campaigns to enhance the business profile and achieve commercial growth. My natural technical aptitude enables me to adapt to new systems and software with ease.

My communication skills provide me with the foundation to create and maintain strong professional relationships with colleagues and clients alike. I am accustomed to working on numerous work streams simultaneously, and can schedule tasks in accordance with their priority and designated timescales. My interpersonal skills allow me to integrate easily to new working environments. I collaborate effectively within a team, whilst maintaining the self-discipline to deliver independently.

Technical Proficiencies

Microsoft Office Suite CSS

Affinity Photo MailChimp

Google+ HootSuite CRM

Bootstrap Affinity Designer

Trello Hemingway Editor

Key Skills

Marketing

Business Administration

Event Management

Communications

Organisation

Customer Service

Research

Website Development

Business Development

Social Media

Issue Resolution

Project Management

Creativity

Leadership

Professional History

Sales, Marketing & Customer Service | Latham's Hardware

Aug 2019 to Jun 2020

- Efficiently responding to all customer enquiries and processing orders, payments, cancellations and refunds
- Handling all customer issues and complaints through to resolution
- Ensuring all customers received excellent services and experiences
- Conducting intricate research to monitor market developments and the behaviours of competitors
- Proactively identifying means to enhance the business profile and achieve commercial growth
- Processing search engine optimisation (SEO) functions across the website to determine trends and keywords
- Producing and editing the social media content, posts and product photography
- Managing the social media platforms including Instagram, Twitter and Facebook
- Managing the eBay and Amazon shops and organising weekly TrustPilot reviews

Achievements

- Personally designed the new logo for Viking Hinges
- Redesigned the website content, page titles, meta descriptions and "About Us" page
- Consistently received excellent feedback and 5* feedback on TrustPilot

Marketing Lead | School of Code (Fixed Term Contract)

Dec 2018 to Jul 2019

- Responsible for managing high profile projects and events from conception through to fruition
- Sourcing and securing contractors and speakers to ensure of successful events
- Creating speaker briefs, and engaging and information social media content
- Managing the social media content and campaigns across multiple platforms
- Organising the delivery of email marketing campaigns designed to increase event attendance

Google Documents HTML

Order Wise WordPress

Affinity Publisher eBay

Grammarly SEO

Qualifications

Aston University

In Progress – MSc : Strategic Marketing Management

Modules Include:

- Consumer Behaviour: 83%
- Marketing Management: 74%
- Integrated Marketing Communications: 68%
- Digital Marketing
- Marketing Research
- Strategic Brand Management

Accomplishments:

- Achieved 1st place during an investment pitch, bidding against other teams.
- Awarded 85% for Consumer Behaviour exam

BSc : Business and Management

Modules Included:

- Innovation
- Strategic Management
- Marketing Strategy
- Knowledge at Work
- Entrepreneurial Marketing
- Advanced Marketing Communications
- Strategic Aspects of Organisational Performance
- Strategic Brand Management
- Advanced Market Research

Training & Certifications

Code Institute

In Progress - Software Development

HTML, CSS, Bootstrap, JavaScript, Python, MySQL, MongoDB, Django

UI Design Fundamentals – White Space, Alignment, Contrast, Scale, Typography, Visual Hierarchy

Analytics for Beginners – Google Analytics

Achievements

- Secured high profile professionals, including the West Midlands Mayor and Sherry Coutu CBE, and press representation from Business Desk and Birmingham TV, to speak and attend events
- Produced a case study of a four month organic social media campaign
- Increased the Instagram audience by 148%, and engagement to 69% from 13%
- Enhanced Twitter followers by 86% by introducing live tweets during events
- Exceeded the industry benchmark of open rates of 15.9% by achieving a 64% open rate
- Achieved a 22.2% click rate, above the industry average of 1.6%

Business Development Assistant | West Midlands Growth Company

Dec 2018 to Jul 2019

- Collaborating in the delivery of high profile marketing campaigns and supporting all marketing functions
- Facilitating the role of Primary Account Manager for the largest project with a £1m budget which involved 70 partners
- Organising all stakeholder and MIPIM meetings which included leading council representations and the Mayor
- Processing efficient and accurate data entry processes, and maintaining current and correct mailing lists
- Implementing streamlined processes to collate information and prioritise workloads
- Managing high profile events from conception to fruition and arranging the logistics, email campaigns, sourcing and securing venues and budget controls
- Establishing strong professional relationships with senior partners, industry leaders and influencers, and inviting them to participate in dinners and events
- Organising industry workshop on Technical, Advanced Manufacturing, Digital and Creative

Achievements

- Transformed the Partner Engagement report into a comprehensive report that highlighted the tangible benefits
- Appointed to manage the monthly Commercial Partner Newsletters and redesigned the format to be aesthetically attractive and include engaging content, which improved the open rate from 6% to 27%
- Introduced Sector Dinners which added partnership value to themes such as Technical, Digital, Business Professional Financial Services (BPFS), and Construction
- Recipient of numerous accolades for dinners where the attendees created a network of positive relationships
- Vital contributor in the delivery of the West Midlands Industrial Strategy 5.0
- Personally managed over 70 accounts whilst still delivering all commercial responsibilities

Brand & Licensing Executive | Tulip Ltd (Industrial Placement)

Sept 2014 to Sept 2015

- Managing the production, content and photography for the internal monthly e-newsletter
- Producing the design jobs and briefs for the design agency
- Collating a vast amount of information from a wide range of the business' websites
- Responsible for the Cherry Tree Farm brand management
- Producing periodic commercial and category reports
- Monitoring the social media strategies and behaviours of competitors
- Organising events and workshops to enhance the business profile
- Designing engaging internal infographics to increase staff productivity

Achievements

- Implemented the social media strategy for the Cherry Tree Farm brands and a bespoke digital campaign
- Successfully implemented two competitions to coincide with Football and Rugby tournaments
- Vital contributor in developing the company's first social media strategy and the Twitter account launch
- Improved the business creative culture by managing the Creativity and Innovation at Work project
- Presented a social media strategy to the Directors, which was adopted company wide