



# SONIA AKHTAR HUSSAIN

## MARKETING

AMBITIOUS, DRIVEN, ADAPTABLE,  
FLEXIBLE & SUPER-KEEN PROFESSIONAL

### Personal Profile

Extremely motivated & resilient individual with a deep, driving desire to continuously learn. I am now looking for an opportunity in a digital-immersed role. In return, I will use my growing skill-set to add value to the organisation.

### Software

MS Office CRM CSS  
Affinity Designer HTML  
Affinity Photo OrderWise

### Key Achievements

- Thrive in a fast-paced environment, while taking the role of a dedicated account manager during MIPIM 2018 at WMGC, managed over 70 accounts while delivering my commercial responsibilities.
- Delivered a group pitch in bidding against other teams for investment, achieved first place.
- Presented a now implemented social media strategy to the directors at Tulip Ltd.
- Self-taught skills in Adobe Photoshop & Film Cut Pro & achieved a high-grade A in Media

### Strengths

Teamwork Excellent Communication Highly Motivated  
Build Effective Working Relationships Adaptable  
Pro-active Problem-Solver Dedication Customer Service  
Collaborating & Partnering Creativity Organisation  
Research HootSuite WordPress Website Admin  
Positive Attitude

### Work Experience

#### Sales & Marketing Assistant, Latham's Hardware

Aug 2019 - March 2020




- Created new logo for distribution brand Viking Hinges using Affinity Designer.
- SEO Optimisation for Latham's Hardware website. Rewrote body content including page titles, meta descriptions, H1's, about us page.
- Social Media content creation using Affinity Photo & HootSuite.
- Advise customers on all point of contact including email & telephone.
- Answer & respond to customer queries on eBay & Amazon ensuring all issues are resolved in a timely manner with the aim to exceed customer satisfaction.
- Collate TrustPilot reviews
- Process orders, refunds, cancellations on CRM/OrderWise.

#### Marketing Manager, School of Code (SoC)

Dec 2018 - July 2019 (6-month contract)

- Project managed the delivery of 2 key events, Launch Day & Demo Day. Secured the West Midlands Mayor, Andy Street & tech industry angel investor Sherry Coutu CBE to speak.
- Social media content creation: a case study of a 4-month social media campaign:

## Contact

-  077 686 02137
-  sonia\_ah@icloud.com
-  Birmingham, UK

## Education

### Aston Business School, (2012 - 2022)

- **MSc Strategic Marketing Management**, Predicted Grade Distinction
- **BSc Business & Management (2012 - 2016): 2:1**

### Code Institute 2019 - 2020

- **Diploma in Software Development**

### Google - Aug 2019


- Awarded **Google Analytics for Beginners**

### Lordswood Girls' School & Sixth Form Centre (2005-2012)

- **BTEC Diploma: Business Studies** (Distinction\*)
- A Level: **Media (A), Govt. & Politics (C)**
- 9 Grades A\* - C, Maths (C), English (C)


- Instagram audience grew by 148% due to organic growth & telling a story by creating compelling posts with rich content.
- Improved Instagram engagement rate from 13% to 69% (exceeding industry benchmark with 6% being a very high engagement rate by re-strategising)
- Twitter followers grew by 86% due to a steady flow of content produced
- Secured press from Business Desk & Birmingham TV, raising the profile locally & increasing SoC's message.
- Created event promotional material using Canva & PiktoChart as well as using MailChimp:
  - Successfully implemented engaging email content exceeding industry average benchmark, with a 64% open-rate (industry av. 15.9%) & a 22.2% click-rate (industry av. 1.6%).

### Business Development Assistant, West Midlands Growth Company (WMGC)

 Jun 2017 - Sept 2018

- Support account managed senior-level accounts alongside Director & Manager.
- Actively involved in marketing campaigns & offering pro-active support, data input into the CRM system & updating mailing lists.
  - Revitalised Partner engagement report from CRM, from a non-useful report to a presentable format that shown tangible benefits delivered.
- Managed the monthly Commercial Partner Newsletter
  - Re-modernised the newsletter by changing the visual layout & content, delivering an unprecedented average of 27% open rate (formerly 6%).
- Primary Account Manager for WMGC's biggest priority project: MIPIM 2018. Managed over 70 high-profile partners (incl. Birmingham Airport, Jaguar Land Rover, Skanska), planning & organising high-level meetings with strategic stakeholders such as Andy Street, the Head of Councils & Waheed Nazir, Corporate Director of Economy.
- Successfully introduced Sector Dinners adding value to Partnership on themes such as Tech, Digital, BPFS, Construction & organised the logistics of the events.
  - Invited high-senior partners who knew the subject, developed new relationships within the sector by inviting key seniors to dinner for the opportunity to develop new relationships.
- Organised industry workshops on Tech, Advanced Manufacturing, Digital which had a direct impact on producing the West Midlands Industrial Strategy

### Brand & Licensing Executive, Tulip Ltd.

 Sept 2015 - Sept 2016, 1-year industrial placement

- Managed internal Brand & Licensing monthly e-newsletter, as well as developing creative seasonal e-shots using Adobe Photoshop.
- Executed creative design jobs that involved writing clear design briefs to Tulip's Design Agency & liaising with Tulip's sites to obtain information.
- Managed Cherry Tree Farm brand which included circulating monthly reports to the commercial & category teams in a visual, readable format. Successfully implemented Cherry Tree Farm's social media strategy in conjunction with Tulip's Design Agency. Pro-active in monitoring competitor's social media strategy & introduced a distinctive digital campaign.
- Played a key role in developing Tulip's first social media strategy & launched a corporate Twitter account.
- Successfully led a Creativity & Innovation at Work project to improve the company's culture to adhere to creative-thinking.