



SONIA AKHTAR HUSSAIN

AMBITIOUS, DRIVEN, SUPER-KEEN
MARKETING PROFESSIONAL

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Personal Profile



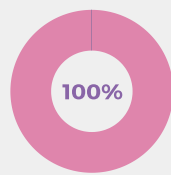
Extremely motivated and **resilient individual** with a **deep, driving desire to continuously learn and grow my skill-set**. I am **now looking for a golden opportunity** with a company that will help me shape my potential in a digital-immersed world and **in return I will deliver beyond what is required**.

Key Achievements

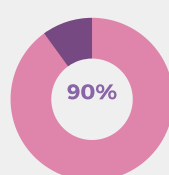


- **Thrive in a fast-paced environment**, while taking the role of a **dedicated account manager** during MIPIM 2018 at WMGC, **managed over 70 accounts** while delivering my commercial responsibilities.
- Delivered a **group pitch** in bidding against other teams for **investment** during MSc course in Professional Development task, **achieved first place**.
- I **worked over 30 hours** during the Christmas period in retail, achieved a Distinction grade, with a **high mark of 85% in Consumer Behaviour**.
- Presented a **now implemented social media strategy** and developing creativity to the directors at Tulip.
- **Self-taught skills in Adobe Photoshop and Film Cut Pro** and achieved a **high-grade A in Media**.

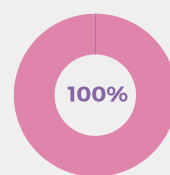
Skills



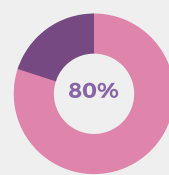
Strong Team Player



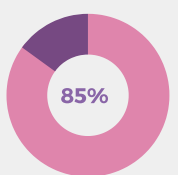
Excellent Communication



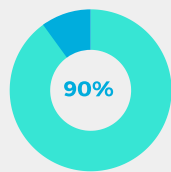
Passion



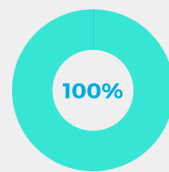
Able to build Strong Relationships



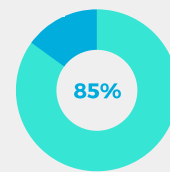
Creative



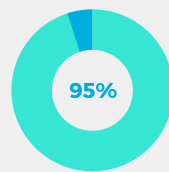
Highly-Organised



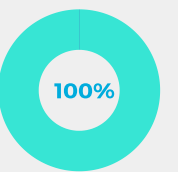
Highly-Motivated



Pro-Active



Microsoft Package, Canva, MailChimp, CRM



Dedication

Work Experience



Sales & Marketing Assistant, Latham's Hardware

📅 Aug 2019 - Present

- **Created a new logo** for distribution brand Viking Hinges **using Affinity Designer**. This involved competitor researching, collaborating with staff members, learning basic graphic design principles.
- **Practiced SEO optimisation for LH website**. Rewrote all content on website including **page titles, meta descriptions, H1's, body content and about us page**. Positive increase in ranking of targeted keywords.
- **Social media content** - created **image assets** using a Lightbox and **Affinity Designer (similar to Photoshop)** to create insitu products. Uploaded and scheduled content using **HootSuite**.
- **Advise customers** via telephone, walk-ins and email and convert to sales.
- Answer and respond to customer queries on **eBay & Amazon** ensuring they are resolved in a timely manner and exceed customer's satisfaction.
- **Collate TrustPilot reviews** and manage all reviews ensuring we receive 5-star feedback.
- Process orders, refunds, cancellations on **CRM system using OrderWise**.

Education



Aston Business School, (2012 - 2022)

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

Lordswood Girls' School and 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)

Google - Aug 2019

- Awarded **Google Analytics for Beginners**

Code Institute 2019 - 2020

- Diploma in Software Development

Hobbies



Reading



Spending quality time with Family & Friends



Listening to Music

Referees

Referees are available upon request

Marketing Manager, School of Code (SoC)

📅 Dec 2018 - July 2019 (6 month-contract)

- **Project managed the delivery of two key events**, including **Launch Day and Demo Day**. Secured the **West Midlands Mayor, Andy Street** and a **major key tech industry influencer, Sherry Coutu CBE**.
- **A case study of a 4-month social media campaign:**
 - **Instagram audience grew by a whopping 148%** all due to organic growth and telling a story by creating compelling posts with rich content.
 - Significantly **improved Instagram engagement rate from 13% to 69%** (exceeding the industry benchmark, with 6% being a very high engagement rate) by re-strategising and creating engaging content.
 - **Twitter followers grew by 87%** due to a steady flow of content produced due to **captivating live tweets during events**.
- **Secured press from Business Desk** and **Birmingham TV**, raising the profile locally and increasing SoC's message.
- Creating **event promotional material using Canva and Piktochart**, as well as using **MailChimp**:
 - Successfully **implemented engaging email content exceeding industry average benchmark**, with a **64% open-rate (industry av. 15.9%)** and 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 and Manager.
- **Actively involved in marketing campaigns** and **offering pro-active support**, data input into the **CRM system** and updating mailing lists.
 - **Revitalised Partner engagement report from CRM, from a non-useful report to a presentable format that shown tangible benefits delivered.**
- **Revamped Visit.Birmingham.com**, which in **effect increased partnership engagement.**
- **Managed the monthly Commercial Partner Newsletter.**
 - **Re-modernised the newsletter** by **dramatically changing visual, content and headlines**, 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. BHX, JLR, Skanska), planning and organising high-level meetings with strategic stakeholders such as **Andy Street, Mayor, the Head of Councils** and **Waheed Nazir, Corporate Director of Economy.**
- **Successfully introduced Sector Dinners** on themes such as Tech, BPFS and Construction and organised logistics of the events.
 - **Invited high-senior partners who knew the subject, saw 95% found the event useful in sparking conversation.**
- **Organised industry workshops** on Advanced Manufacturing, Digital, Tech, which had a **direct impact on producing the West Midlands Industrial Strategy.**