

COSAR FARAH

PERSONAL STATEMENT

I am a visually motivated Digital Content Lead dedicated to helping e-commerce businesses enhance their platforms and deliver impactful digital experiences. With over 8 years of experience managing and deploying content across the Technology, Fashion, and Financial Services sectors, I have shaped and executed world-class editorial content for global brands including Barclays, Samsung and Deckers (UGG, HOKA, TEVA). I specialise in online systems and tools, with a strong focus on CMS platforms.

KEY SKILLS

My areas of expertise include technical deployment and design development, site migration, digital transformation, content delivery, workflow optimisation, localisation and UI. I demonstrate excellent attention to detail, ensuring comprehensive and compliant briefs.

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- Adobe/Google Analytics
- Adobe Experience Manager
- Programming Languages
- Content Square
- CMS Platforms
- Workfront
- JIRA
- Trello
- Asana

WORK HISTORY

Software Engineering Bootcamp, May 2025 to Present

Undertaking a part-time Software Engineering Bootcamp, upskilling in front-end development and programming languages, including HTML, CSS, and responsive design, to strengthen technical expertise and support future career growth.

Career Break, Travel & Remote Work, May 2023 to May 2025

During my intentional career break, I embarked on a transformative journey across Asia, Australia, Africa, Europe, and the Middle East, immersing myself in diverse cultures and expanding my worldview. This strengthened and refined my adaptability, resilience, and cultural intelligence. Concurrently, I undertook freelance projects with startups and independent e-commerce businesses, further honing and applying my digital content expertise.

Digital Content Manager, Barclays, London - Freelance - September 2022 to April 2023

As a Digital Content Manager, I specialise in managing and publishing content across Barclays' App, Web, and Social platforms using Adobe Experience Manager (AEM). I oversee the end-to-end workflow, including briefing, editing, design, UI, and content publishing within AEM. My role requires meticulous attention to detail and a strategic approach to content and stakeholder management, ensuring that all digital content is compliant, optimised, and delivers maximum impact.

- Orchestrated the integration of content and UI concepts across App and Web platforms.
- Led a team of writers, designers, and content creators to develop compelling and brand-aligned content.
- Ensured legal compliance, ethical standards, and alignment with company values.
- Collaborated with cross-functional teams for product launches and marketing initiatives.
- Coordinated with the Digital Marketing team and copywriters to optimise key categories for SEO.

Digital Content Manager, Samsung , London - Freelance - July 2021 to July 2022

I was entrusted with the creation of localised digital content for new product launches and promotional campaigns, ensuring relevance and engagement across diverse markets. My responsibilities extended to art-directed all still life videos and photography shoots, maintaining the highest standards of visual storytelling. I played a pivotal part in strategising and producing inspirational content that effectively drove online sales contributing to increased conversion rates and enhanced brand presence.

- Led a team of writers, designers, and content creators to develop compelling and brand-aligned content.
- I reviewed and quality-assured briefs and scripts, managed casting, and provided creative feedback to all external agencies to ensure brand alignment and production quality.
- Brought new and innovative content ideas to improve content quality and drive conversion.
- Collaborated with Korean counterparts to confirm the global developments and calendar plans were aligned.
- Streamlined content with eCommerce channels, tracking performance through analytical tools.
- I directed all still life video and photography shoots, working collaboratively with creative teams and production partners to maintain high visual standards.

Digital Content Producer, Deckers, London - July 2019 to July 2021

In this leadership capacity, I oversaw a team of up to eight professionals and managed the workflow and Quality Assurance (QA) process for content across all Deckers EMEA (UGG, HOKA, TEVA) websites, utilising Salesforce CMS to execute content efficiently. My role involved overseeing the comprehensive workflow and meticulous planning of all promotional and editorial content, ensuring both accuracy and efficiency. This position required seamless collaboration with a diverse array of stakeholders, including design, copy, UX, development, and trade teams, to ensure cohesive and high-quality digital experiences.

- Managed digital designers and developers workloads and ensure vital projects are prioritised to meet tight deadlines.
- Implemented user feedback and conducted usability testing to refine and improve UI designs.
- Developed comprehensive plans for the seamless integration of new content and social activities on the website while maintaining consistent brand messaging, tone, and visuals across all eCommerce channels.
- Oversaw brand campaigns and activities, eCommerce promotions and site messaging are launched.
- Managed the relationship with our translation agency to ensure all translations are completed and within budget.
- Demonstrated a comprehensive understanding of brand guidelines and principles, ensuring consistency across all online activities.
- Facilitated communication by arranging calls with US counterparts to confirm alignment of global developments and calendar plans.
- Managed relationships with translation agencies to ensure accurate, culturally relevant content was delivered on time and in line with project timelines.

Jr. Digital Content Producer, Deckers, London - July 2018 to July 2019

In this junior role at Deckers, I played a key role in supporting the digital team by processing and scheduling content across all brand websites using the Content Management System (CMS). This involved preparing detailed content briefs that outlined copy, imagery, links, and product placements to ensure consistency with brand guidelines and commercial objectives.

- Collaborated closely with internal and external stakeholders to ensure alignment across all channels and campaigns for UGG, HOKA and TEVA websites.
- Partnered with the trade team to identify new and innovative ways of marketing and presenting products on site.
- Ensured customer journey is clear as possible; analysed customer behaviour and identify areas for improvement.
- Accountable for updating the trading calendar with eCommerce content plans.
- Introduced fresh content ideas to enhance quality and drive conversion rate.
- Streamlined content with eCommerce channels, tracking performance through analytical tools.
- I produced detailed weekly and monthly content performance reports for the EMEA region, providing insights to guide content strategy and improvements.
- Facilitated daily stand-up meetings to address technical requirements and quality assurance content planning.
- Identified strategic opportunities to enhance the online customer experience while maintaining brand integrity.

Assistant Online Merchandiser, John Lewis Partnership, London - September 2017 to June 2018

- Identified commercial opportunities to improve customer's online experience while retaining the fashion credibility.
- Ensured clarity in the customer journey by analysing behaviour and identifying areas for improvement.
- Maximised conversion opportunities for products and brands during seasonal promotional periods.
- Created and optimised landing pages, prioritising high-performing products and reducing exposure for low-performing items to drive engagement and revenue.
- Published and maintained digital content using the CMS, ensuring all assets were visually appealing and aligned with brand standards across the site.
- Managed the organisation, storage, and retrieval processes of digital assets within the Digital Asset Management (DAM) system with meticulous attention to detail and efficiency.

Online Product Assistant, John Lewis Partnership, London - July 2016 to August 2017

- Weekly content analytics reporting feeding into the wider team.
- Managed the online repository of product information, digital assets, product attributes, and shipping details.
- Acted as a primary liaison between brands, the buying department, web copywriters, the merchandising team, and the distribution centre.
- Monitored online stock inventory, markdowns, and promotional pricing lists to ensure accuracy and effectiveness.
- Oversaw the organisation and storage of digital assets within the DAM system for seamless integration.

VOLUNTEERING

India - June 2015 to August 2015

Raleigh ICS Volunteering in India as part of the International Citizen Service in Mysore, India as part of a 50 strong team of UK and local volunteers. I raised £1200 to cover to contribute to projects, visited schools promoting personal hygiene procedures, led a Woman's Day event to promote self-help and healthy nutrition.

INTERNSHIPS

- PR Assistant Intern at BPCM, London - October 2013 to November 2013
- Merchandising Intern at Liberty, London - January 2013
- Styling Intern at Reiss HQ, London - February 2011 to August 2011
- Visual Merchandising Intern at Stella McCartney, London - January 2011

EDUCATION AND QUALIFICATIONS

- Foundation Degree in Fashion Design, Accredited by Sussex University - September 2011 to June 2013
- Certificate Visual Merchandising and Styling at Fashion Retail Academy - January 2010