

# COSAR FARAH

## PERSONAL STATEMENT

I am a visually motivated Digital Content Lead with a great understanding of the customer user journey and a wealth of knowledge in using a variety of online systems and tools. With a proven track record of conceptualising and executing effective digital strategies and producing exceptional digital content, I have acquired 8 years of experience across various industries, including Technology, Fashion, and Financial Services.

## 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 Creative Suite
- Google Analytics
- Content Square
- Salesforce
- Wordpress
- Trello
- JIRA
- HTML
- CSS
- AEM
- CMS

## WORK HISTORY

### Software Engineering Bootcamp - January 2025 to May 2025

Completed a full-time, immersive Software Engineering Bootcamp focused on developing practical skills in front-end development and foundational web technologies. Gained hands-on experience building responsive, accessible web applications using HTML, CSS, JavaScript and Python.

### Career Break, Travel - May 2023 to December 2024

During my intentional career break, I undertook a transformative journey across Asia, Australia, Africa, Europe, and the Middle East, exploring diverse cultures and expanding my worldview. This immersive experience refined my adaptability, resilience, and cultural intelligence. Eager to apply these skills in a dynamic professional setting, I am actively seeking opportunities that value a global mindset and a commitment to ongoing learning.

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

As a Digital Content Manager, My primary responsibility encompasses the seamless integration of content across Barclays App, Web, and Social platforms. I oversee the end-to-end workflow briefing, editing, design, UI and publishing digital content on AEM system. My role demands meticulous attention to detail and a strategic approach to content and stakeholder management, ensuring that our digital presence is compliant and impactful.

- 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 direct 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.

- Managed the relationship with translation agencies, ensure budget adherence.
- Led a team of writers, designers, and content creators to develop compelling and brand-aligned content.
- Promoted effective communication within the UI and UX team as well as with other cross-functional teams.
- QA briefs and scripts, casting and providing creative feedback to all external agencies.
- 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 are align.
- Streamlined content with eCommerce channels, tracking performance through analytical tools.
- Directed all still life videos and photography, working collaboratively with our production agency to enhance the creative standards for all key projects and deliverable are met.

### 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. 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. My strategic oversight ensured that all content adhered to brand standards and contributed to the overall digital strategy, enhancing user engagement and experience while supporting business goals.

- Orchestrated the integration of content across App and Web platforms.
- Led a team of writers, designers, and content creators to develop compelling and brand-aligned content.
- Managed digital designers and developers workload and ensure vital projects are prioritised to meet tight deadlines.
- Implemented user feedback and conduct 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.
- Overseeing 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 across all online activities.
- Facilitated communication by arranging calls with US counterparts to confirm alignment of global developments and calendar plans.

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

In this junior position at Deckers, I played a crucial part in supporting the team by processing and scheduling content across all websites. This involved preparing detailed briefs for new product launches and promotional campaigns, streamlining workflows, and coordinating assets and copy prior to launch.

- 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 innovate ways of marketing and presenting products on site.
- Ensured customer journey is clear as possible; analyse 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.
- Weekly and monthly content performance reporting for EMEA.
- 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.
- Worked with the trade team to identify new and innovate ways of marketing and presenting products on site.
- 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 new landing areas, boosting and burying selected products and to ensure all products are beautifully and strategically merchandised 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.
- Collaborated closely with brands to ensure timely and accurate information was received and uploaded to the appropriate stakeholders, adhering to guidelines and technical specifications for website optimisation.
- 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, lead 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