

ERICA SAMBA-NGOIE

DIGITAL CONTENT & MARKETING EXPERT WITH UX-
DESIGN AND FRONTEND DEVELOPMENT ACUMEN

DETAILS

ADDRESS

E8, London

PHONE

07515570359

EMAIL

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NATIONALITY

British

SKILLS

Content Strategy

Digital Communications &
Marketing

Leadership and
Management

Software Development

User Interface/ User
Experience

LANGUAGES

French

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LINKS

[Linkedin](#)

PROFILE

I'm an experienced Content and Marketing specialist, with over 10 years of experience effectively managing digital projects from concept to completion, achieving success by ensuring all content is on-brand and consistent in terms of style, quality, and tone of voice.

Using creative thinking, UX design, product management acumen and Agile methodologies. As well as having a strong ability with HTML & CSS to create digital products.

Adept in strategic planning and execution for new product launches, web system migrations, digital transformations and BAU.

A motivated leader with a 'can-do' result-driven attitude that can successfully manage a team to achieve business objectives on both a global and regional level.

I have recently completed a Software Development skills bootcamp to enhance my HTML, CSS, JavaScript and Python skills.

EMPLOYMENT HISTORY

Software Development Bootcamp Student, Just IT

London

Nov 2023 — Mar 2024

- System Development Lifecycle & Methodologies.
- HTML/ JavaScript / CSS.
- Database Design.
- Python

Digital Content Consultant, Contract Projects

London

Aug 2020 — Dec 2022

- Content Strategist, Contract - 542 Digital
- Content Strategist, Contract - Omobono
- Content Production Manager, Contract – Hogarth Worldwide
- Content Production - Primas Medispa
- Content Creation - The Advisory

Content Editor / Manager, Epam

London

Jan 2020 — Apr 2020

Digital Transformation project. Building out the new SohoHouse.com website on Sitecore for the Soho House Group.

Digital & Content Manager, University of East London

London

Jun 2019 — Nov 2019

- Manage the Digital and Content department
- Direct report for a team of 5 Content Officers
- Responsible for Content strategy and planning for Digital Transformation Project to rebuild and redesign the site.
- Manage the Copy production and Copy workflow

- Responsible for all Digital tools for the University website.

Digital Content Lead/Scrum Master, HCA Healthcare UK

London

Dec 2017 — Nov 2018

- Direct report for 6 Copywriters, an external Copywriting agency and a Production Ready manager.
- Managed copy production and copy workflow for HCA Healthcare digital transformation.
- Created and executed content strategy and solidified UX.
- Managed workflow of content from UX through to production on the live website.
- Managed external copywriting and medical content agencies, stakeholders and clinical sign-off.

Achievements:

- Successfully decommissioned 5 hospital websites and recreated the content for HCA Healthcare UK.
- Successfully delivered all Conditions, Treatment and Diagnostics content for HCA Healthcare UK under the Digital Transformation and Decommissioning Project

US Digital Content Lead, Hiscox USA

London

Sep 2014 — Oct 2017

- Managed Content team and Content strategy for Hiscox US Direct, US Broker and US Partner websites.

Achievements:

- Improved system uptime performance of Hiscox.com
- Managed and maintained a complex content management system which was out of warranty
- Project managed the migration and redesign of 32 Partner websites onto the Drupal CMS platform

Digital Communications Manager, Investis

London

Jul 2014 — Sep 2014

- Managed the updates and content maintenance for a portfolio of corporate and investor relations websites, apps, tools and feeds.

Group Digital Executive, Hiscox

London

Mar 2012 — Jul 2014

- Supported the Group Digital Manager on large group projects/initiatives
- Project managed all digital projects for Hiscox (European & US territories)
- Developed/enhanced and maintained internal Group systems (e.g. Intranet and Content Management Systems) and the 15 commercial/public-facing websites
- Supported local markets (UK, USA and continental Europe); providing content management advice, coaching and training
- Maintained all Hiscox system and technical guidelines and standards
- Migrated all global websites to current CMS platform

Achievements:

- Successfully implemented new Intranet, trained all content users and increased user engagement.
- Project managed the migration of 5 Hiscox Global websites onto new CMS Platform.

EDUCATION

BA (Hons) Business Enterprise and Marketing , University of Central Lancashire

Preston

Sep 1993 — Jun 1996

INTERNSHIPS

Beauty Assistant - ELLE UK, Emap/Hachette

London

Jan 2002 — Dec 2002

COURSES

Software Development Skills Bootcamp, Just IT

Nov 2023 — Mar 2024

User Experience Design, General Assembly UK

Jan 2019 — Mar 2019

Web Design (HTML & Dreamweaver), London School of Computer Education

May 2010 — Jun 2010

Freelancing & Feature writing , London School of Journalism

Feb 2005 — Feb 2006

Fashion & Beauty Journalism I , London College of Fashion

May 2002 — Jun 2002