

TAMZIN CHIKHALIA

E-COMMERCE MERCHANDISING ASSISTANT

CONTACT



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Gloucestershire



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ABOUT ME

A highly motivated individual with a background in Marketing and E-Commerce, now looking to move into Front-end Web Development.

Effective at combining creativity and problem solving to develop user-friendly applications. Fast learner who adapts quickly to new challenges. Known among colleagues for strong attention to detail and effective time management. Due to complete a Bootcamp certificate in Front-end Web Development very soon.

SKILLS

TECHNICAL: HTML, CSS, Javascript, JQuery, Bootstrap, React, Node.js, API, JSON, Jest, Git/Git version control, GitHub, VSCode

ADOBE: Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat DC

MICROSOFT OFFICE: Word, Outlook, Excel, PowerPoint, Teams

PROJECTS

Weather App | [GitHub Repo](#) | [View App](#)

Overview: View the current and forecasted weather for any location using API data.
Tools: JQuery, Bootstrap, moment.js, CSS, localStorage

Code Quiz | [GitHub Repo](#) | [View App](#)

Overview: A multiple choice coding quiz with a countdown timer. Players can submit their scores to save onto a leaderboard.
Tools: Javascript, API, localStorage

Find My Artist | [GitHub Repo](#) | [View App](#)

Overview: A collaborative project, this was built using the Spotify API and a QR code API. Users can search any artist to display their top tracks. The QR code shows further information about the searched artist, whilst localStorage allows for the ability to save the users search history.

Responsibilities: Driving the project, wireframing, CSS

Tools: Javascript, JQuery, API, localStorage, Bootstrap, HTML, CSS, Kanban

Team Profile Generator | [GitHub Repo](#)

Overview: Build a team portal to access colleagues contact info. The app displays a series of prompts for the user to add team members. Once complete, a html file is generated displaying all the data provided.

Tools: Node.js, inquirer, Javascript, HTML, CSS

More projects can be found on my GitHub page!

EDUCATION

Front-End Web Development Certification - 97%

EDX - Trilogy Skills Bootcamp
2022 - 2023

BUSINESS MANAGEMENT & MARKETING MANAGEMENT AND BRANDING - 2:1 BA (Hons)

University of Gloucestershire
2011 - 2014

A-LEVELS: HEALTH & SOCIAL CARE (A) | BUSINESS STUDIES (B) | IT (B)

Cleeve School & Sixth Form Centre
2009 - 2011

GCSEs: 11 (A-C) including English, Maths, Science and Busi- ness Studies

Pittville School
2004 - 2009

REFERENCES

Available on request

EMPLOYMENT HISTORY

E-COMMERCE MERCHANDISING ASSISTANT | WEIRD FISH LTD

October 2021 - Present

Tewkesbury, Gloucestershire

- Production and management of the performance of social ads. Successfully implemented a handful of video ads which generated significantly higher ROAS than generic static graphics.
- Managing a product catalog of more than 3,000 products, ensuring all products are accurately and effectively presented on the e-commerce platform, key to driving conversion rates.
- Creation of new products, managing a product catalog of more than 3,000 products and editing existing product content to enhance the presentation of products and improve the customer experience.
- Setting prices, updating discounts, and running promotional codes to drive sales and increase customer engagement. Recently trialled using exclusive discount codes for social ads which resulted in more traffic to the website and 5% increased revenue from the social channel.
- Collaboration with the Front-End Developer on menu navigation and product category updates for refined user experiences.

MARKETING ASSISTANT | SUMMIT MEDICAL LTD

December 2020 - October 2021

Bourton-on-Water, Gloucestershire

- Designed and created two product brochures using Adobe InDesign. These were to support the launch of a group of products and were used as promotional material at international exhibitions.
- Led a project to successfully set-up and relaunch the existing Loan Kits scheme. This allowed for a more smoother process for clients as well as protecting products during transportation, reducing complaints for damaged products.
- Solely managed a large project with a very short deadline to update packaging artworks as a result of a major NC from the Notified Body. This involved managing 8 changes simultaneously and obtaining over 400 approvals

MARKETING EXECUTIVE | ARI-ARMATUREN UK LTD

May 2019 - Feb 2020

Tewkesbury, Gloucestershire

- Redesigned an out-of-date product landing page with new imagery and text to generate increased traffic to the page. This led to an increase in enquiries about the product.
- Successfully implemented a weekly KPI report for Regional Sales Managers encouraging them to meet their targets, with the aim of securing orders and increasing sales.
- Conducted market research consisting of competitors, publications and potential business and exhibition opportunities through monitoring project activities within the market.

PPI REDRESS CASE HANDLER | GROVELANDS

Nov 2018 - Feb 2019

Cheltenham, Gloucestershire

MARKETING COORDINATOR | FUTURE ELECTRONICS LTD

Jan 2017 - May 2018

Egham, Surrey

UNDERWRITER ACCOUNTS HANDLER | THB GROUP LTD

July 2015 - July 2016

Cheltenham, Gloucestershire