

Ali Qureshi

Hotjar Creative Director Role

About me

I'm super passionate about building great brands and user experiences. With over 6 years of experience in this industry and having a full-360 understanding of the marketing landscape.

Personally, I'm born and bred in London, UK, love talking all things startups and on the side have also been developing websites for local businesses.

Portfolio samples

Samsung UK

About:

Samsung's retail stores in the UK had zero online presence.

I worked with a leading creative agency to design an interactive landing page that provided information related to stores, an interactive map finder and also showcased the value proposition for stores.

- + Delivered within 2 weeks (average time for similar projects close to 1 month with all of the internal processes)
- + Negotiation of scope of work and cost reduction by 18%.
- + Introducing a new channel to increase in-store services, driving an additional 50+ customers within the first week.



Visit a Samsung Experience Store to see how to get the most out of your products. Discover how your Galaxy smartphone can control your Smart TV, experience another world with Gear VR, or learn how to take your workouts to the next level with Gear Wearables. If you've had a mishap, they can show you how to get up and working again whilst protecting your device's warranty.

Experience the Galaxy S9 | S9+ in-store



Hydrise S9+
Purchase the Hydrise S9+ version of the Galaxy S9 | S9+, and learn in Samsung stores in the UK.

Finance
Spread the cost of your purchase with the Finance option available on the Galaxy S9 | S9+ (subject to status, terms apply).

Trade up
You're able to trade in your old phone in-store.

[Find your nearest store](#)

Total peace of mind



Experience our range of products



Hydrise S9+
Purchase the Hydrise S9+ version of the Galaxy S9 | S9+, and learn in Samsung stores in the UK.

Finance
Spread the cost of your purchase with the Finance option available on the Galaxy S9 | S9+ (subject to status, terms apply).

Trade up
You're able to trade in your old phone in-store.

[Find your nearest store](#)

Total peace of mind



Experience our range of products

Get your hands on the latest TVs and Smartphones and discover how they all complement each other. Or you can join a class with a qualified staff member to find out exactly which is right for you.



Need any advice? Visit a store for help.

Here to understand how your new Samsung device works? Maybe you need a repair? Select your closest experience store to see how they can help - you don't want to be stuck.



In-Store Services

Here's everything you'll find in a Samsung Experience Store



Support & repairs
Visit stores with the experienced team for product, repairs and support.



One-to-one training
Experience a personalised in-store service with an in-store trainer.



Trade up
You're able to trade in your old phone or tablet in-store.



Finance
Spread the cost of your purchase with the Finance option available on selected products (subject to status, terms apply).

HONOR UK

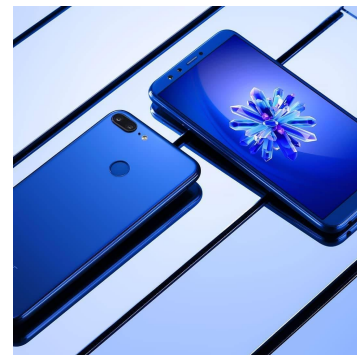
About:

HONOR has been reusing content from other countries without localisation or optimisation for their social channels.

I built out a complete new strategy, optimising content per platform, introducing clear processes and content plans to help increase organic KPIs and build a stronger brand.

- + Growth from 3K following to 36K.
- + Uplift of 50% engagement metrics through optimisation + localisation of content
- + Created best practice that was picked up by our HQ team
- + Introduced media buy of influencer content which drove increased performance of campaigns at reduced cost (+stronger brand integration).
- + Created this strategy without the use of an initial agency, from content planning, production, to testing/refining ad creatives (this was all done at minimal budgets).

Before:



After:



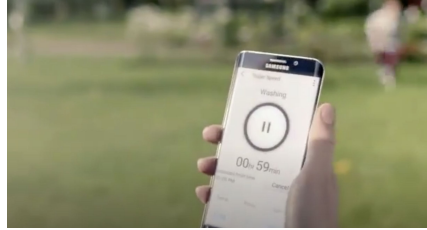
Samsung UK

About:

Countries in the EU region were all working independently, without a regional team overseeing operation. We created one of the first jointly-led marketing campaigns for multiple product ranges, ensuring brand consistency but also opportunities for local markets to adapt and improve the campaign to meet their requirements.

- + Substantial cost savings (campaign cost est: £750K), with markets deploying using old methods, cost of est £3.5M.
- + Campaign delivery within 1 month from initial content inception (a very fast turnaround time with average similar executions taking 2+ months).

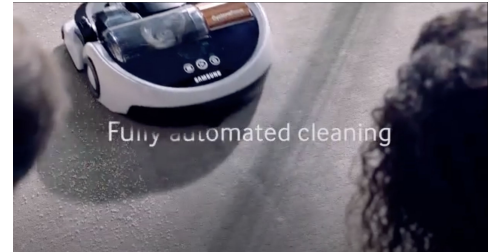
<https://www.youtube.com/watch?v=isqWuypSu6o>



<https://www.youtube.com/watch?v=4xrKN3Mhfl4>



<https://www.youtube.com/watch?v=jV6nQC4>



https://www.youtube.com/watch?v=ORHW076_3dY



One last thing..

This role is all about being creative and showcasing out of the box thinking, here's my way to show this:

[HOTJARHIRE.ME](https://hotjarhire.me)