

Rida AbuTahir

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An avid digital marketer with an experience in driving engagement, traffic and boosting revenue through web by capitalizing on emerging technologies, developing valuable content and a clear branding message. Keen to explore new areas in the digital arena.

SKILLS

Google Analytics Certified
Social Media
Facebook Insights
E-commerce

Content Marketing
PPC (Pay Per Click)
Channel Marketing
Social Listening

Performance Marketing
Strong Attention to Detail
Market Research
CRM

EXPERIENCE

Bfab.my - Kula Lumpur, Malaysia

Senior Digital Marketing Manager (January 2016- Present)

- Manage company's digital properties including website, blog and social media presence.
- Execute campaigns to support marketing activities, including email campaigns, Facebook ads, push notifications and working with affiliate networks.
- Track online campaigns, prepare performance analysis reports and make recommendations to concurred programs for corrective modifications.

Consider Digital- Kula Lumpur, Malaysia

Account Manager (July 2015- December 2015)

- Discover clients' business needs and strategize accordingly to help them achieve business goals.
- Conduct reviews of existing accounts on a regular basis and recommend changes, whilst aiming to enhance relationships and growing the accounts.
- Report to clients on a regular basis regarding campaign performance and optimization.
- Create and maintain new business pipelines.
- Implemented tactics to generate brand awareness, increasing user engagement and driving online sales via performance marketing and paid traffic.

Rocket Internet-Malaysia and Pakistan

Social Media and Mobile Marketing Associate (August 2014- June 2015)

- Managed ZALORA's online presence of via social media platforms Facebook, Twitter, Instagram, and YouTube. Handling around 2 million followers.
- Responsible for 65% increase in engagement rate resulting to 27% increase in revenue.
- Assessed social media marketing strategies to determine rate of return. Identified and tapped into new channels to optimize ROI and fuel revenue growth.
- Lead weekly post-mortem analysis to evaluate results and changes for future content, while coordinating and communicating on insights across cross-functional teams.
- Plan and execute user acquisition campaigns using paid traffic channels
- Strategize ways to increase loyalty, traffic and conversions for DARAZ mobile app. Enhance and implement app download strategy. Drive ongoing optimization efforts to maximize download volume.
- Provided continuous feedback to the development team to increase app engagement.

Clinova- Pakistan and United Kingdom

Associate (December 2013-July 2014)

- Developed and implemented the global social media strategy for O.R.S and O.H.S, coordinated with stakeholders across the Company to ensure its effectiveness and encouraging adoption of relevant social media techniques into the corporate culture.

- Directed creative imagery and messaging for social media campaigns and day-to-day activities. Duties included online advocacy, writing editorial content, community-outreach efforts, promotions, and working with channel partners.
- Executed first social media advertising campaign for a launch and achieved nearly 25 Million impressions, 75% increase in social followers, and established partner relationships.
- Managed brand presence across various social networks and platforms including Facebook, Twitter, YouTube, posting on relevant blogs, and seeding content as needed.
- Monitored effective benchmarks for measuring the impact of social media programs, and analyzed, reviewed, and reported on effectiveness of campaigns in an effort to maximize results.

Edge Asia

Trainee Producer (July 2013-November 2013)

- Put together robust and effective keyword portfolio
- Initiated the content plan and social media strategy for the client that aimed to increase leads and raise brand awareness. Accounts included The Body Shop, Rekorderlig Cider and Asia Pacific Brewery.
- Successfully monitored and reported the digital metrics, along with forecasting future trends and keeping tabs on traffic- Gave relevant recommendation and advised adjustments.
- Managed campaign budgets and internet marketing programs, including organic optimization, blog implementation, paid search marketing and link-building efforts.

Nova Founders-Kuala Lumpur, Malaysia

Research Analyst- Internship (January 2013- June 2013)

- Developed the website's content from scratch as well as product guides and social media mock content.
- Lead & coordinated various aspects of online acquisition and retention marketing efforts use to drive site traffic, like, PPC (pay-per-click), SEO (search engine optimization) and SEM (search engine marketing).

Bayer.AG-Karachi, Pakistan

Corporate Communications Intern (July 2012-September2012)

- Individually handled the development and launch of Bayer Pakistan Corporate Brochure.
- Collaborated with cross functional teams on a daily basis for the execution of PR activities. Reduced the campaign development time by streamlining of creative and administrative processes.

Pfizer.inc-Karachi, Pakistan

Marketing Intern (June 2011-July2011)

EDUCATION

BA (Hons) Business Economics and Management

University of Nottingham, CGPA=3.3
Graduated June 2013.

Extra-Curricular Manage a blog about digital marketing: <http://notjustwindowshopping.blogspot.com>
Fashion Editor of the University Magazine (UNMC Ignite)
Course representative at the University
Module Regulator at the University