

RIANCA HEPBURN

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SUMMARY

- Marketing Manager with over 10 years of experience in developing and implementing effective marketing strategies for various industries, including higher education, automotive, beauty, retail, and fitness
- Proven track record of delivering measurable ROI through successful campaigns and digital marketing initiatives
- Competent in managing and mentoring teams of marketing professionals, ensuring efficient execution of marketing initiatives
- Skilled in analysing market trends and optimising the marketing mix to drive brand awareness, website traffic, social media followers, and online sales
- Consummate in paid digital marketing, marketing automation, SEO/SEM, email marketing, and e-commerce
- Proficient in leveraging analytics tools such as Google Analytics to automate reporting and make data-driven marketing decisions
- Strong ability to align marketing plans with company objectives and achieve significant increases in new product/service release sales
- Demonstrated success in launching e-commerce platforms, optimizing email marketing strategies, and enhancing user engagement on Facebook and Google
- Experienced in securing partnerships with public figures to boost PR value

SKILL SET

Marketing Strategy Development | Digital Marketing | Brand Awareness | Social Media Management | Team Management & Leadership | Campaign Management | Market Analysis & Trends | ROI Tracking & Analysis | E-commerce Implementation | Email Marketing Optimization | Search Engine Optimization (SEO) | Paid Advertising (Google Ads, Facebook Ads) | Marketing Automation | Multi-channel Marketing | Relationship Building & Networking | Public Relations (PR) | Cross-functional Collaboration | Data Analytics & Reporting | Customer Segmentation | Project Management | Brand Awareness | Search Engine Marketing (SEM) Optimization | Brand Awareness | Integrated, Multi-Channel Marketing Strategies | Conversion Rate Optimization | Marketing KPI Reporting | Service/Product Release Promotion | Offline & Online Marketing Alignment | Display campaigns | Google Analytics

EDUCATION

2013 BA (Hons) International Hospitality and Tourism Management, University in Derby, UK
2011 Swiss Diploma in International Hospitality Management from Swiss Education Group, Switzerland

EXPERIENCE

Jan 2023 - Present Freelance Marketing Consultant

- Developed and implemented robust marketing strategies for clients, driving significant brand awareness, customer engagement, and revenue growth
- Performed thorough market research and analysis to identify target audiences, competitors, and industry trends, yielding valuable insights for clients
- Executed and oversaw dynamic digital marketing campaigns across diverse platforms, encompassing social media, email marketing, SEO, and PPC advertising
- Crafted captivating and influential marketing content, including impactful blog posts, compelling website copy, attention-grabbing press releases, and engaging social media updates, to elevate brand messaging
- Leveraged cutting-edge analytics tools to track and assess the effectiveness of marketing initiatives, empowering data-driven decision-making for optimising performance and maximising ROI
- Collaborated seamlessly with cross-functional teams, including designers and developers, to ensure consistent brand messaging and visually striking marketing collateral
- Offered strategic guidance and expert recommendations to clients on optimising their online presence, encompassing website optimisation, enhancing user experience, and optimizing conversion rates
- Conducted regular client meetings and delivered impactful presentations to review campaign performance, deliver actionable insights, and outline future strategies and recommendations.
- Nurtured and managed client relationships, ensuring exceptional customer service, prompt communication, and successful project delivery
- Remained abreast of the latest marketing trends, tools, and industry best practices, effectively applying them to enhance client campaigns and achieve ambitious business objectives

Mar 2022 - Nov 2022 Head of Marketing | Tips & Toes and Bedashing Beauty Lounge - Dubai, UAE

- Spearheaded the formulation and execution of dynamic marketing initiatives, propelling brand recognition and active involvement, culminating in an impressive surge of 30% in website traffic and a remarkable ascent of 25% in social media followership
- Orchestrated and empowered a dynamic team of 10 marketing experts, driving the flawless execution and outstanding results of all marketing initiatives
- Executed and deployed impactful digital marketing campaigns by implementing advanced SEO/SEM techniques, orchestrating compelling email marketing initiatives, and optimising e-commerce strategies, resulting in a remarkable 40% increase in online sales
- Facilitated harmonious collaboration across procurement, product, and customer service teams to enhance the customer experience, guaranteeing smooth operations and elevated customer satisfaction
- Conducted a thorough analysis of market trends and successfully implemented enhancements to the marketing mix, leading to a notable 10% surge in the overall return on investment (ROI) for marketing efforts
- Leveraged the resources of a single holding company to enhance brand visibility for two distinct brands

July 2021 - Feb 2022 Marketing Manager | Tips & Toes Beauty and Spa Center - Dubai, UAE

- Executed a profitable digital marketing campaign across Google, Meta, and TikTok, achieving an astounding 150% return on investment (ROI)
- Engineered and executed highly optimised marketing automation campaigns leveraging customer interactions and segmentations, resulting in a remarkable 45% surge in email open rates
- Orchestrated a data-driven evaluation of paid advertising funnels resulting in an astonishing 83% surge in conversion rates
- Achieved a remarkable 200% surge in website traffic through the implementation, supervision, and assessment of comprehensive, cross-platform marketing strategies, resulting in the successful initiation of influential SEO initiatives
- Streamlined marketing KPI reporting by harnessing the power of Google Analytics automation, resulting in a remarkable time savings of approximately 6 hours per month
- Executed with precision, a series of meticulously planned marketing strategies propelled the launch of a ground-breaking service/product, resulting in an unprecedented surge of 150% in sales within a mere three-month period

Mar 2020 - Jun 2021 Digital Marketing Manager | Tips & Toes Beauty and Spa Center - Dubai, UAE

- Spearheaded and initiated the rapid development and deployment of an innovative E-commerce platform within a mere month, resulting in a remarkable surge of 30% in online retail sales
- Revolutionised the email marketing strategy, resulting in a staggering 400% surge in open rates
- Implemented cutting-edge Search Engine Marketing tools to maximise performance, resulting in a remarkable 14% increase in purchase sales
- Executed dynamic social media tactics, resulting in an impressive surge of followers by 30% within a mere two-month timeframe
- Revamped and optimised integrated marketing strategies to align with company objectives, effectively reaching and engaging target audiences both online and offline
- Forged influential partnerships with prominent personalities, propelling PR value to unprecedented heights with a staggering surge of 187% within a mere two-month span

ADDITIONAL EXPERIENCE

June 2017 - Feb 2020	Senior Marketing Specialist Tips & Toes Beauty and Spa Center - Dubai, UAE
Dec 2014 - May 2017	Marketing Specialist Tips & Toes Beauty and Spa Center - Dubai, UAE
July 2013 - Oct 2014	Fast Track Development Program Rotana Hotels & Resorts - Abu Dhabi, UAE
Feb 2012 - Aug 2012	Marketing & Operations Intern Wadi Adventure - Al Ain, UAE