

# Annum Anwar

Marketing Executive

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I'm a driven and ambitious individual who has an interest in Digital Marketing, I produce weekly content for my social media channels and keep up to date with social media trends and global news affairs. In my free time I enjoy taking digital marketing online courses to keep up to date with social media strategies, I am eager to develop and grow to become the best version of myself in my marketing career.

## WORK EXPERIENCE

### Project Manager

#### Farmers Guardian

09/2021 - 05/2022

Preston

*Farmers Guardian is a weekly newspaper aimed at the British farming industry.*

##### Achievements/Tasks

- Project managing client campaigns i.e. Waitrose- Strive to Thrive, Morrisons- FarmingCan
- Preparing audits and presenting these to management or clients
- Identifying and recommending new ways to save money by streamlining business processes
- Using tools such as Data studios and techniques to visualise data in easy-to-understand formats, such as diagrams and graphs
- Using data to predict trends in the customer base and the consumer population as a whole
- Art directing video campaigns on locations and collaborating with videographers to make sure content is align with client brief

### Marketing Executive

#### Dunkin' Donuts

01/2020 - Present

Remote

*Dunkin', also known as Dunkin' Donuts, is an American multinational coffee and doughnut company.*

##### Achievements/Tasks

- Managing Social media pages including: Facebook, Instagram, Twitter
- Collaborating with Website and app developers
- Developing product names for various campaigns
- Created Buyer Persona from customer data to inform strategy and increase engagement
- Developing instore and online marketing brief
- Constructing Shop Report

Contact: Arjun Patel - +44 7480 229898

## SOFT SKILLS

- Teamwork
- Time management
- Leadership
- Problem Solving
- Good Awareness
- Multi tasking
- Prioritise responsibilities
- Communication
- Work under pressure
- Networking
- Conflict Resolution
- Creative Thinking
- Empathy
- Adaptability
- Motivated
- Critical Thinking
- Dependability
- Positivity
- Work Ethic

## PERSONAL PROJECTS

### Instagram Tiktok Content Creator @itsannum

- Brand Collaborations/outreach
- Photography
- Video Editing- Reels
- Location Scouting

## ACHIEVEMENTS

### Google Digital Marketing course

*Completed 40hrs of digital marketing topics*

### Samsung- Building Human Connection in a Digital World (09/2020 - 09/2020)

*Samsung: 'Not a School' is an alternative educational experience that explores some of the most important social issues and how technology can help solve them.*

### Create a Social Media Marketing Campaign- University of Leeds (07/2020 - 07/2020)

*I learn how to use social media effectively to communicate with an intended audience. Look at the elements and activities which contribute to a social media strategy, as well as exploring audience, scheduling, content type and measurement.*

### Current Digital Workplace Trends University of Leeds (04/2019 - 04/2019)

### Future Learn Digital Marketing course (03/2020 - 04/2020)

*Learn the different digital marketing strategies and techniques that are available for businesses to use.*

WORK EXPERIENCE

Marketing Executive (Freelance)  
Gas Parts Direct

01/2020 - 08/2020 Preston  
Gas Parts Direct are a team of innovative, dynamic heating component specialists.

- Achievements/Tasks
- Managing Facebook and Instagram pages
  - Monitor engagement by using Instragram insights
  - Uploading Products on Magento, Ebay and Amazon
  - Update social platforms across to make sure that branding is consistent and rational
  - Creating Instagram reels

Contact: Yasir Patel - 07748644335

Marketing Executive  
FRUU

09/2020 - Present London/remote  
Fresh, fruitilicious organic cosmetics. Powered by sunshine, made in the UK.

- Achievements/Tasks
- Research market trends, demographics, pricing strategies, and other relevant information that helps managers develop marketing plans
  - Maintain social media accounts for brands, products, or services
  - A strong understanding of building and maintaining a relevant cultural content calendar and ability to react quickly to trends and key calendar moments.
  - Influencer outreach

Contact: Terence - info@fruuurskin.com

PR Executive  
Manc Franc

09/2018 - 10/2019 Manchester  
Frank is a creative agency that helps brands lead, drive and own conversations.

- Achievements/Tasks
- Reaching out to influencers
  - Being responsive to relevant news stories
  - Collaborating with creative agency on activation's
  - Ensuring deadlines are met, response time smooth and personal time management
  - Office Administration duties

Contact: Rachael Milligan - rachaelmilligan@welcometofrank.com

Luxury Wholesaler Showroom Assistant  
Roland Mouret

05/2018 - 09/2018 Paris  
Frank is a creative agency that helps brands lead, drive and own conversations.

- Achievements/Tasks
- Prepare and style outfits for models and clients
  - Merchandise showroom before and after appointments
  - Assist with sales meetings
  - Ensure clients are well looked after i.e. providing refreshments
  - Coordinating post and parcels each day for the team
  - Office Administration duties

LANGUAGES

English	Urdu
Native or Bilingual Proficiency	Native or Bilingual Proficiency
French	Arabic
Elementary Proficiency	Elementary Proficiency
Punjabi	
Native or Bilingual Proficiency	

INTERESTS

- Yoga
- Reading
- Content Creating
- Weight Training
- Food
- Fashion Trends
- Meditation
- Traveling



## EDUCATION

### Common Purpose Leadership Programme

University of Kuala Lumpur

08/2018 - 08/2018

KL Malaysia

#### Courses

- Kuala Lumpur Global Leader Experience (GLE)
- Common Purpose is a global leadership organization devoted to developing leaders who can cross boundaries. Both at work and in society.
- Collaborated with: Eastspring Investments, Ministry of Federal Territories Malaysia, Global Peace Foundation, HSBC, Grub Cycle, Astro Malaysia, Think City Arup
- **Inclusive** – Build diverse teams, which are more innovative and resilient
- **Empathetic** – Understand other cultures, and bring in wider perspectives
- **Agile** – Work with difference, and adapt to new environments
- **Open** – Suspend assumptions, and live with ambiguity
- **Influential** – Build trust, and solve complex challenges

### Summer School

Beijing International University

07/2015 - 08/2015

Beijing

#### Courses

- Mandarin classes 0- HSK 2 examination
- Cultural Preparation classes
- Chinese cooking classes

### BTEC Art and Design Level 3

Blackpool Fylde College

09/2010 - 08/2011

Blackpool

#### Courses

- 2D or 3D Visual Communication
- Photography
- Illustration
- Fashion Design
- Graphics
- Creative Industry Administration

### Ba Hons Fashion Brand Management

University Of Central Lancashire

07/2015 - 07/2018

Preston

#### Courses

- Creative and Critical thinking
- Fashion Styling
- Marketing report
- PR packaging
- Critical and Cultural Studies: Fashion, Textiles, Culture and Identity
- Trend forecasting
- CAD design
- The Economics of the Media
- Fashion Show Production