

Annum Anwar

Marketing Executive

annumanwar@hotmail.com 

07939930541 

lytham stannes 

instagram.com/itsannum 

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



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 Instagram 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

Native or Bilingual Proficiency

Urdu

Native or Bilingual Proficiency

French

Elementary Proficiency

Arabic

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.

! **Inclusive** – Build diverse teams, which are more innovative and resilient

- Collaborated with: Eastspring Investments, Ministry of Federal Territories Malaysia, Global Peace Foundation, HSBC, Grub Cycle, Astro Malaysia, Think City Arup

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
- Chinese cooking classes

- Cultural Preparation classes

BTEC Art and Design Level 3

Blackpool Fylde College

09/2010 - 08/2011

Blackpool

Courses

- 2D or 3D Visual Communication
- Illustration
- Graphics

- Photography
- Fashion Design
- Creative Industry Administration

Ba Hons Fashion Brand Management

University Of Central Lancashire

07/2015 - 07/2018

Preston

Courses

- Creative and Critical thinking
- Marketing report
- Critical and Cultural Studies: Fashion, Textiles, Culture and Identity
- CAD design
- Fashion Show Production

- Fashion Styling
- PR packaging
- Trend forecasting
- The Economics of the Media