### Nina Rush

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##### Experienced Integrated Marketing Strategist

**Digital Marketing | Project Management | Client Services**

Accomplished, driven and client-focused 360\* marketing professional with a wide range of progressive experience in London, Paris, Hong Kong, Washington DC and Singapore leading strategic projects, business development and marketing activities to increase competitive advantage. Well-developed skills with a keen eye for identifying, isolating, resolving issues and collaborating with high-performance teams. Positive communicator continually focused on building relationships and promoting synergy with internal and external partners. Multilingual in French, Spanish, Malay and Mandarin. **Open to remote working and *immediately available*** for permanent roles in Digital Marketing, Project Management and eCommerce with my background in:

|  |  |  |
| --- | --- | --- |
| * Strategic Marketing & Implementation * Business Development & Operations * Revenue, ROI & Profit Growth * SaaS, Account Management, UI, UX & CX * Project & Programme Management | * Digital Transformation & eCommerce * Marketing Communications * Content Strategies & Presentation * Analysis & Risk Management * Testing & QA | * Performance Marketing * Training & Development * Coaching & Mentoring * C-Level Support * Customer Success |

# Key BENCHMARKS & MILESTONES

* Launched global marketing, operations and business development strategic operational initiatives that accounted for significant cost reductions and operations efficiencies in London, Paris, USA, Singapore and Hong Kong.
* Successfully planned and operationalised retail e-commerce and digital optimisation initiatives that yielded a potential value ROI of £3.5 million/year for a global digital campaign, which was featured in several industry press releases.
* Facilitated the development and successful launch of a digital campaign for a transportation client that yielded a potential value ROI of £710,000/year.
* Led an online social media campaign and e-petition for 2014 Nobel Prize winner Malala Yousafzai, generating over 2 million virtual signatures within 7 days.
* Organised and facilitated 'Creative Problem Solving' training programme to 500 executives and SME business owners.
* Planned and implemented an FMCG trade show in London that attracted over 1,000 B2B and B2C customers.
* Managed all aspects of planning, analysis, negotiated and executed 42 multi-million pound contracts within 30 days.

# PROFESSIONAL EXPERIENCE

**NHS VoluntEER RESPONDER, Royal Voluntary service (Temporary),** London UK 04/2020 – pRESENT

**A.K. Gulati & Co. Solicitors,** London, UK 09/2018 *–* 05/2019

**Team Administrator/Legal Assistant (Temporary)**

Supporting 2 solicitors ie. a senior partner (CEO and Surrey County Councillor) and a senior-level solicitor.

* Executive support pertaining to Wills and Probate; Family, Matrimonial, Employment and Children’s Law; and Conveyancing matters.
* Liaised with internal and external solicitors; barristers, psychologists, medical professionals and clients on hearings.

**second chance UK,** London, UK 03/2016 – 08/2018

**Marketing and Business Consultant**

* Supported a Director, a former Royal Navy officer, in B2B and B2C marketing and business development activities ie. optimisation, lead generation, automation; digital campaigns and analysed results; CMS, content; copywriting, presentations, events, strategy; coaching and mentoring.

**Oliver AGENCY,** London, UK 12/2015 – 02/2016

**Senior Digital Strategist (Contract)**

Conceptualised, developed and implemented integrated digital marketing strategies for a leading marketing organisation. Provided digital marketing consultation and participated in strategic discussions such as Conversion Rate Optimisation (CRO), created optimisation road maps with A/B and MVT; and implemented on-going marketing initiatives for clients.

* Provided high-level consultation with senior management and participated in the execution of marketing projects focused on customer service and experience; ROI, operational excellence and digital marketing strategies.
* Implemented strategic marketing initiatives to help increase revenue, demand generation activities, establish value creation and market shares.
* Implemented an on-demand cloud-based reporting software and executed over 20 A/B and Multi-Variate Tests that yielded significant improvement in sales and performance.
* Served as a subject matter expert; and provided training and development on digital marketing.

**Hewlett Packard (HP),** London, UK 04/2013 – 03/2015

**Client Success Manager EMEA – Marketing Optimization**

Led the planning and delivery of integrated digital marketing initiatives for the consultancy division. Worked with principal stakeholders on the end-to-end life cycle of digital marketing B2B and B2C projects via Conversion Rate Optimisation (CRO) with A/B and Multi-Variate Testing (MVT), personalisation, geo-targeting, from inception to completion.

* Conceptualised and developed digital marketing and global advertising campaigns that yielded significant results and enhanced customer experiences.
* Facilitated End-to-end Conversion lifecycle development of eCommerce websites for clients in Automotive, Retail, Charity, Sport, Travel and Transport industries.
* Identified areas of improvement and implemented strategies to streamline operations, align support and resources for continuous process improvement initiatives, working across stakeholders and teams.

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Earlier Experiences:

**Social Media Editor (Contract)** • Plan International, Woking, UK 2012

**Marketing and Business Development Manager** • NS Enterprises, London, Washington DC 2010-2012

**Senior Consultant** • Goldman Sachs, Merrill Lynch, Société Générale via **Publicis Sapient**; London, Paris & HK 2007-2009

# Technical profIciencies

MS Office| Conversion Rate Optimisation (CRO) | Social Media| Click Tale | Salesforce | Adobe Analytics |Qlik Sense | Marketo| Magento | Optimizely | HubSpot | Jira | Mail Chimp | Constant Contact | WordPress | Drupal | Google Docs

# Education & Credentials

**BSc, Biological Sciences**, The National University of Singapore, Singapore

**Professional Development:**

**Advanced Diploma in Business Administration**,2020-21, CPD Courses (Ongoing)

**Advanced Diploma in Marketing**,2020-21,CPD Courses (Ongoing)

**Advanced Diploma in Project Management**, 2020-21, CPD Courses (Ongoing)

**HR Fundamentals and People Management,** 2020-21,CIPD (Ongoing)

**Master Coach IIC & M Level 5 Accreditation**, 2016

**Diploma in Digital Marketing (Distinction**), 2015, Shaw Academy

**Train the Trainer**, 2010, [Blair Singer Trainer Certification Program](https://www.blairsinger.com/specialties/blair-singer-certified-trainer-program/)

**Interests:** Outdoor sports such as squash and hiking; boxing, yoga and travelling; reading, volunteering.

**Right to work in UK:** Yes. Biometric Resident Card with **Indefinite Leave to Remain** status.