



Zahra Nurmo-hamed

Digital Marketing Specialist

London, UK

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Languages

English (Fluent)

About

Over the past decade, I have dedicated my time to growing & expanding my knowledge in digital marketing, starting in the not-for-profit sector & moving into retail, hospitality, fintech & the health & beauty industry. I've dedicated my time to understanding the sales funnel to a tee. From creating a buzz at the awareness & traffic levels to building strong relationships at the engagement stage, & finally encouraging conversions & repeat conversions at the bottom of the funnel, my data-driven approach has led to increasing ROASs, millions of impressions & hundreds of thousands of web views & email signups.

BRANDS WORKED WITH



Experience

● Paid Social Manager (Contractor)

Ality | Jun 2018 - Now

- Managed paid social campaigns for a variety of different sectors, acquiring millions of views & impressions, steadily increasing ROAS & pulling in an average revenue of £50k/month & growing.
- Managed Meta & LinkedIn advertising campaigns, ranging from brand awareness to lead generation & conversion campaigns.
- Dealing with budget sizes ranging from £5000 to £30,000 a month.
- Managing campaigns from conception to results, strategizing KPI & goals, content & audience creation & optimisation, with the use of Looker studio & GA4.



● Digital Marketing Director

Digital Dynasty | Jan 2017 - Now

- Managed paid & organic social media & search campaigns from proposal to strategy, implementation & evaluations across all platforms, increasing website traffic, lead generation & conversions, with budgets from £500 - £10k. (Google/Microsoft Ads, Meta, LinkedIn, Pinterest, TikTok)
- Bespoke website creation & CMS management, incl. consultation, builds, launch, hosting & SEO (limited coding experience) – Magento, WordPress, Sitecore & Wix
- CRM & Email marketing management, from concept, strategy, implementation & Evaluation.
- Detailed analytical reporting & in-depth strategy creation. Google Analytics, Meta Analytics, Looker Studio, Tap clicks.
- Photo editing (Photoshop) & dynamic content creation & copy.
- Managing vendors, agencies, freelancers & senior management relationships.

● Digital Marketing Director

Angels School Uniform Store | Dec 2016 - Now

- Built & manage company's eCommerce website (Magento & WordPress) working with agencies for the build, managing updates/bugs, optimisations & SEO.
- Created & implemented digital marketing & email strategy for online brand presence & business growth – with a steady 20% online growth YoY.
- Manage digital marketing outlets including Meta & Google (ads, analytics, SEO, SEM).
- Manage online recruitment & employment needs.



● Digital Marketing Specialist (Part-time)

PLM Central | Jul 2020 - Jul 2021

- Full and detailed digital marketing strategy, from SEO, PPC, Organic Social and CRM management.
- Create, test and optimise all paid and organic search management, increasing visibility, leads and sales.
- Manage Social media plan, strategy and engagement, specifically for B2B – LinkedIn and Twitter.
- Manage relationships with partner companies, vendors, agencies and junior staff
- Optimise web content, create new content and manage the UX of the site
- Create and source images for images for the website and social media.



● Digital Marketing Specialist (Contract)

PayByPhone | Jan 2020 - May 2020

- Full & detailed digital marketing audit analysing strengths & weaknesses of current outputs to build a comprehensive strategy with a data-driven 'Test & Learn' approach, increasing traffic & awareness by 50%.
- Built & managed a monthly content calendar for all social media channels (Meta, Twitter, LinkedIn)
- Create, managed, data-driven, tested & analysed all paid digital marketing campaigns - Google Ads & Apple search, Meta, Twitter & LinkedIn Advertising.
- Monthly reporting/feedback & budget management (£5000 adspend)

● Freelance Digital Accounts Manager

Table Top Communication | Jan 2017 - Dec 2017

- Manage organic & paid digital marketing campaigns & optimisation for various restaurants in London & abroad.
- Managed & analysed automated & personalised email Marketing.
- Creating monthly progress reports specific to each account using Google Analytics & Social Media Analytics.

● Marketing Executive Contractor (digital)

the Olympic Park | Aug 2016 - Dec 2016

- Managed, created & curated content for both organic & paid social media campaigns.
- Led on managing the company website (Sitecore) & re-launch, writing, editing & evaluating content & structure, liaising with the agency & bug management.
- Creating analysis reports to determine marketing strategy & define marketing budget.
- Campaign analysis via Google Analytics & social media analytics.
- Image editing & creation via Photoshop, proofreading on & off-line communications.



● Senior Development Executive – Digital

NSPCC | Feb 2016 - Aug 2016

- Overall project coordination, planning and managing consumer data, data segmentation, compliance and digital briefing.
- Utilizing the email marketing software Adestra for planning and running bespoke campaigns, evaluating audiences, creating segments and acquiring key learnings.
- Developing bespoke consumer journey strategies.
- Managed and implemented the Marketing Calendar, and held training.



● Digital Marketing Executive

Freedom from Torture | Sep 2013 - Jan 2016

- Facilitate and create dynamic and creative content for all social platforms. Increased social media presence by 150%.
- Create, edit and analyse all content for all digital and email.
- Create, manage and implement both organisational digital strategy and campaign strategies.
- Managed Google AdWords account and Google Grant – boosting and refining SEO/SEM.
- Manage £15,000 budget, with annual income £90,000-£100,000.

- **Digital Communications Officer**
the Charity For Civil Servants | Jan 2012 - Jan 2013



- **UpRising Intern**
The Young Foundation | Jan 2011 - Apr 2011

- **Parliamentary Assistant**
Rushanara Ali MP Office | Jan 2011 - Aug 2011

- **Company Secretary**
Nur Structures Llp | Jan 2011 - Jan 2014



- **UK Board Member**
Seed of Peace | Jan 2008 - Jan 2015



- **Head of Digital Marketing**
KSIMC London | Sep 2019 - Now
 - Strategic marketing head for a huge growth project raising £8m & counting.
 - Managing a team of content creators, marketing specialists, & external agencies.
 - Leased with Senior Management to create the overall strategy for both the growth project & the day-to-day operations.
 - Expert for digital marketing platforms, including Facebook, Instagram, Twitter & email marketing.