



# Anahita Yahyaei

Digital Marketing manager/Social media manager | organic, paid, creative content and digital media

📍 London, UK

🟢 Anahita is **Available to work**

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## Links

 [LinkedIn](#)

## Work Preference

Location: Not looking to relocate

Employment: Permanent Positions, Freelance Assignments

## Languages

English (Native)

Italian (Fluent)

Persian (Native)

German (Basic)

German (Basic)

Arabic (Basic)

Spanish (Fluent)

## About

I am a Multilingual Marketing and communication professional with 8+ years of experience in social media management, content marketing, and branding. Possess a BA Fashion Marketing and Communications with an expertise in marketing analytics.

Excellent communication skills for outreach and digital copywriting, ensuring strong brand presence.

I also have a strong understanding of public relations, brand promotion, paid advertising and driving strategy. Motivated Digital Marketing Consultant of impeccable character and promoting strong project management skills. Built up customer base and achieved sales targets through strong networking and social media.

Excellent at producing engaging digital content such as unique creative content images, videos and website copy.

Creative consultant and a problem-solver with in-depth understanding of the Fashion and Beauty market, sustainable and luxury goods.

### BRANDS WORKED WITH

 HYVE

## Experience

### ● Founder

| 2021 -

Sourced initial funding to get business off the ground. Determined business plan, mission statement and vision. Maintained hand-made items stock levels, assessing demand and ensuring effective ordering processes to maximise profits. Drove implementation of new market expansion to propel business forward and adapt to market changes.

### ● Social Media Manager and coordinator

| Sep 2019 -

Content Creating for different Markets and use of coherent strategy, Moderation and Authentic Growth on different local and Global clients Social media Platforms with main focus on Luxury goods in Fashion and beauty industry, as well Hospitality.

### ● Digital Marketing Assistant

| May 2019 -

Attended client appointments to observe and Participate in future projects Assisted Digital hubs team in all their fashion luxury projects with well known brands such as Dior and Fendi Specifically worked on TOV guidelines (tone of voice) for copywriters. Built Fashion retail E-learning documents for Customer service team. Improved short and long-term digital marketing strategies. Collaborated closely with clients to understand business needs and professional expectations in effort to define plan to boost success. Drafted and proofread marketing, advertising and website copy that was engaging and successful in conveying branding ideas. Created boardroom and courtroom multimedia presentations including video and text- sync'd depositions for enhanced understanding.

### ● Marketing And Public Relations Manager

| Oct 2018 -

I worked as a PR assistant for well-known agencies within the Entertainment industry in Barcelona at Eclipse and Wet deck events (in W hotel Barcelona) and Vendetta (Restaurant and events) and as well the Sutton Group.

### ● Content creator

| Sep 2017 -

Throughout studying Business and Marketing out of personal Interest I have created different Instagram pages which they were successfully engaging with the audience and have resulted me the opportunity of working as Influencer with well known Brands such as Gisou and Carbon coco.

### ● Social Media Manager

| Feb 2017 -

At bSIDS's Agency I have worked closely with the festival organisation group and have created constant content and brochures for the world-wide event organised by the agency and as well for local artists and events while moderating all the tenets coherently on the social media platforms of the bSIDS agency.

### ● Tour Guide

| Jun 2015 -

Provided information through narratives on various sites throughout the Lombardy are located in the north of Italy and as well Catalonia area in Spain , relaying little-known stories that were well-received.

Demonstrated geographical Catalanian and Lombardian expertise to offer comprehensive, engaging tours.

Established lasting relationships with local partners, including restaurants, cafes, museums and concert halls so that travelers could further explore the city on their own.

### ● Negotiations

| Sep 2013 -

At RHO Milano I worked as a Professional interpreter as well negotiator with International costumers who were willing to import or export their products to/from Italy.



### ● Digital marketing manager

HYVE | Oct 2021 - Oct 2022

Oversaw overhaul of digital and content strategy, incorporating findings from new data across different Retail, Fashion lifestyle and Technology global B2B brands owned by Hyve Plc such as Spring and Autumn Fair, MODA, Pure London, Scoop London, Glee and Bett global.

Worked closely with different members of each brand and created strong relationship with stakeholders.

Analysed customer data and campaign performance to drive improvements.

Optimised marketing strategy, by analysing reports, website analytics, PPC initiatives and campaigns.

Grew online social media presence with comprehensive content plan and online contest strategy.

Produced engaging written content to optimise websites and social media platforms.

Developed and implemented overarching social media strategies, informing decision-making on future campaigns. Collaborated with design team to develop innovative graphics and video content for website and social platforms based on UX content and Journey analysis, achieving steady growth rate of 10%.

Optimised content scheduling times to increase user engagement by +444 % within 3 months.

Overseeing development of paid social media program strategies and analysis for Hyve brands, collaborating closely with other members to ensure that work is strategically aligned and on brief.

Rigorously planned and successfully executed 40+ PPC and Paid Media campaigns with 78% conversion rate, increasing lead generation by 80% and resulting thousands of leads.

Launched user-generated campaigns that increased following by 15%

(Facebook, Instagram, LinkedIn and Twitter) within 3 month.  
Optimised SEO performance by researching and implementing  
high-quality content resulting in higher website ranking. Increased web  
traffic by 80% by enhancing keyword research and optimising content.