



# Fatima Bangura

Copywriter and Social Media Management

📍 London, UK

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## Links

[Website](#)

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[LinkedIn](#)

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## Languages

English (Native)

## About

role Showroom Manager at Loft-living London and Interior Designer at GURA INTERIORS Technologies

### BRANDS WORKED WITH

Boconcept Uk

Chris & Tibor

Gura Interiors

Hulsta Furniture

Labelpr Productions

Loft-Living London

Phylese London

Stephanie Churchill Pr

## Experience

### ● Showroom Manager

Loft-Living London | Jul 2020 - Feb 2022

Adobe Creative Suite macOS Windows Zoom

- Optimised sales methods to best engage, acquire, and retain customers.
- Set sales targets and provided support and motivation to help team achieve true potential.
- With Director's, planned promotional sales and marketing strategies.
- Liaised with in-house marketing team to identify and develop sales and promotional material and POS.
- Oversaw planning and execution of social media marketing.

### ● Interior Designer

Gura Interiors | Jan 2011 - Now

### ● Executive Producer

Labelpr Productions | Dec 2017 - Jan 2020

### ● Design Consultant

Boconcept Uk | Dec 2013 - Jul 2020

- Produced and communicated detailed design plans using BoConcept integrated CAD software and Photoshop/PowerPoint to create design presentations.
- Developed space planning concepts, colour palette selections and textile presentations.
- Communicated product information, installation methods and product upgrade options.
- Expertly managed sales lifecycles, from lead generation through to design negotiations and closings.
- Managed multiple projects simultaneously.
- Continuously achieved monthly and quarterly sales targets.

### ● Design Consultant

Hulsta Furniture | Jun 2012 - Dec 2012

### ● Design/ PR Assistant

Phylese London | Aug 2009 - Jan 2011

### ● Pr Intern

Stephanie Churchill Pr | Jun 2009 - Sep 2009

### ● PR and Marketing Intern

Chris & Tibor | Apr 2009 - Jul 2009

- **Copywriter and Social Media Manager,**

| May 2020 - Now

- Prepare design briefs for graphics, videos and advertising campaigns.
- Adapt social media plan based on market research and customer data.
- Create scheduled social media posts using to optimise reach and maximise community engagement.
- Utilise SEO principles to maximise reach of copy.
- Interpret copywriting briefs to ensure projects are defined clearly, with defined outcomes.
- Creating/supporting brand voices with high-engagement social media content that increase sales by minimum 10%.

## **Education & Training**

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2020 - 2021 ● **London Metropolitan University**  
Masters, Marketing

2007 - 2011 ● **Hertfordshire University**  
Bachelor of Arts, Fashion with Marketing

2005 - 2006 ● **University for the Creative Arts at Canterbury**  
Foundation Degree, Design and Applied Arts