

Shazmin Akthar

Marketing Executive

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Languages

English

About

I am a business management graduate with sales and marketing experience, my degree taught me about the principles of marketing which I have been able to use in my past roles.

My skills are well-suited to this position and hold experience in writing blog posts and other content to support SEO optimisation strategy, newsletter creation and online distribution.

Moreover, I enjoy producing marketing and promotional materials and have a passion for social media with respect to marketing.

Furthermore, I can communicate and tailor content effectively to different formats and audiences. I am a very organised individual with great time management, and project management skills. I hold meticulous attention to detail and the ability to work under pressure to meet tight deadlines. I have strong technical skills, especially in Microsoft Office applications, digital marketing software, and social media platforms. I have an interest in marketing and finding ways to drive growth and innovation using effective marketing strategies. Moreover, I hold excellent oral and written communication skills. I am excited about this job opportunity, and I am motivated to learn, and gain valuable experience.

With extensive experience in luxury retail at Victoria's Secret, Yves Saint Laurent, and Skinnydip London, I excel in driving sales, upselling products, and creating memorable shopping experiences. Skilled in client advising, stock control, and event planning within boutique and flagship store environments.

BRANDS WORKED WITH

LSBM Beauty Salon and School

-Flagship store Old Bond Street

Yves saint Laurent

Skinnydip London

Victoria's Secret • Flagship store

152 Harley Street

Estee Lauder Companies (M.A.C)

MAC Cosmetics

152 harley street

Experience

● Marketing & Social Media Executive

LSBM Beauty Salon and School | Dec 2021 - Sep 2022

- Monitoring and maintaining social media platforms and ensuring all engagements are scheduled.
- Support on the planning and scheduling social media content and campaigns.
- Creating and designing the makeup event invites on the social media platforms & sending emails to attendees.
- Writing blogposts- Supporting SEO strategy and optimization.
- Prepare online newsletters and promotional emails and organise their distribution.
- Assist with monthly reporting for all the business elements.
- Taking pictures and videos for socials of ongoing courses, around the school.
- Editing images & videos where necessary.
- Liaise with the Sales Team to plan a social media calendar and marketing calendar.
- Use Planoly to plan and organise Instagram feed for the month and researching online marketing trends.
- Confident designing email campaigns using Sales handy and WordPress and updating the website.
- Replying to google reviews and responding to customer enquiries on email, social media, and Google My Business page.



● Graduate Space Marketing Assistant

Graduate Space | Jan 2021 - Oct 2021

- Working with the Marketing Manager and Executives in implementing various marketing strategies.
- Doing in depth marketing research to help the company grow, attract new customers, and reach company goals.
- Creating content on Canva to post on social media accounts.
- Develop marketing campaigns.
- Creating and managing multiple social media accounts.

● Seasonal Brand ambassador

-Flagship store Old Bond Street | Oct 2019 - Jan 2020

- Passionate, kind and professionally committed to provide the best luxury customer service.
- Eventing- planning in store events for the release of new jewellery collections.
- Upselling and offering advice on suitable gifts and upselling different jewellery collections.
- Providing best service so the clients are served in a timely, orderly manner.
- Building and maintaining customer relationships to increase customer loyalty.
- Helping in the aftercare department and solving customer queries.



● beauty Advisor

Yves saint Laurent | May 2019 - Aug 2019

- Manage make-up and fragrance event bookings for the store.
- Accelerating sales targets daily, weekly & Monthly, achieving 100% book back rate in appointments.
- Creating seasonal look books for the brand.
- Creating events for new product launches such as makeup and fragrance, catwalk trends around the calendar year.
- Supporting the Store Manager by motivating the team, driving sales and service whilst offering the very highest standards of customer service.



● Brand ambassador & Sales associate

Skinnydip London | Sep 2018 - May 2019

- Supporting the Store Manager by motivating the team, driving sales, whilst offering the very highest standards of customer service.
- Always delivering exceptional service, supporting the store to build a strong client base and great customer rapport.
- Eventing - creating events for new product launches.

● Sales associate

Victoria's Secret • Flagship store | Oct 2016 - Feb 2017

- Understanding and adhering to visual merchandising brand standards.
- Driving top line store sales and growth by personally selling to customers.
- Supporting customer transactions at the cashier and providing a friendly service to create a memorable experience and build relationships with customers.
- Managing stock, processing merchandise, and replenishing the shop floor and providing a great service to customers.

● Marketing & Social Media Executive

152 Harley Street | Oct 2023 - Jan 2024

- Creating and posting engaging text and video content across social media channels.
- Managing and enhancing website content using WordPress
- Consolidating and managing all social media and website stats
- Primary point of contact for digital marketing queries, collaborating with internal stakeholders.
- Creating brochures, posters, and banners for the clinic.
- Creating marketing emails on Zoho and analysing data (open rate, click through rate)

● CRM Marketing Assistant

Estee Lauder Companies (M.A.C) | Oct 2022 - Mar 2023

- Support in planning and execution of CRM BAU and Trigger Campaigns, mapped in our clients Brand Marketing Calendar.
- Work closely with the CRM and the broader Consumer marketing teams to review and finalise Emailer Messaging Cadence before moving into Creative alignment, Design and Copy.
- Designing emails and building email briefs. (Using Jira software)
- Assist in preparing monthly online activity reports and presentations, including competitor analysis and brand activations.
- Keep on top of all CRM email dates and deadlines and getting back to design and build on time.
- Ownership of this analytical piece to cascade / discuss relevant insights for current/future planning along with a close collaboration with Brand Marketing, Brand Online team, External agencies, and Corporate CRM Team.

Education & Training

2015 - 2018

● University of Westminster

Business Management Marketing Degree (BA Honours),