



Nur Habibah

Social Media Manager | PR | Marketing | Creative Director

Glasgow, UK

[Portfolio link](#)

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Links

[Website](#) [LinkedIn](#)

Languages

Indonesian (Fluent)

Malay (Native)

English (Fluent)

About

I have 5+ years of experience in Social Media Management, Public Relations, and Marketing. Experienced in crafting compelling messaging, developing successful campaigns, and executing PR strategies that resulted in increased brand visibility, engagement, media coverage, and ROI.

BRANDS WORKED WITH

H. Ikeuchi & Co Ltd

Loro Piana

Max Mara

Ralph Lauren Corporation

Experience

● Social Media Manager

| Nov 2022 - Now

- Grew TikTok account from 10,000 to 50,000 followers within 3 months, resulting in a 300% increase in brand visibility and reach.
- Increased Instagram account engagement by 15% through strategic content planning, hashtag optimization, and regular interaction with followers.
- Executed successful social media campaigns across multiple platforms using Hootsuite and Buffer for scheduling, Canva, and Adobe Creative Suite for content design, and Google Analytics for performance tracking, delivering measurable ROI and exceeding client objectives by 15%.
- Tracked key performance indicators (KPIs) like reach, impressions, click-through rates (CTR), and conversion rates using platforms like Sprout Social and Google Analytics to make data-driven decisions and improve social media strategies.



● Social Media Manager

Max Mara | Jan 2022 - Jan 2023

- Developed and executed successful social media campaigns that resulted in a 40% increase in Facebook followers and a 50% increase in Instagram engagement.
- Optimized social media profiles and content for search engine visibility, resulting in a 30% increase in organic traffic to the company's website.
- Led and managed a dynamic social media team, coordinating content creation, scheduling, and engagement strategies, resulting in a 30% increase in overall audience reach and a 20% boost in follower growth over two quarters.
- Managed a \$500,000 social media budget to optimize campaign performance, negotiate advertising agreements, and implement influencer collaborations, increasing online sales and brand recognition by 25% .

● Public Relations

H. Ikeuchi & Co Ltd | Nov 2021 - Feb 2023

- Crafted compelling messaging and built strong media relationships resulting in a 40% increase in media coverage and a 20% increase in media engagement.
- Utilized data-driven insights to conduct market research and media monitoring, leading to the development of PR strategies that achieved a remarkable 15% surge in positive media mentions and a notable 10% increase in overall media sentiment.
- Managed a \$100,000-\$200,000 PR budget to maximize media placements, organize events, and sponsor strategic initiatives, resulting in a 30% increase in event attendance, a 20% increase in media impressions, and a 15% increase in brand reputation scores as measured by customer surveys.
- Developed and implemented comprehensive public relations strategies, including press releases, media pitches, social media campaigns, and influencer partnerships, resulting in a 40% increase in positive media coverage and a 25% increase in brand visibility in the target market.



● Public Relations Assistant

Loro Piana | Apr 2020 - Jul 2021

- Lead 15+ successful PR campaigns for clients, using unique ideas and strong communication skills to secure media coverage in top-tier magazines and improve social media engagement by 15% .
- Grew the company's social media presence by creating and scheduling 100+ posts per month, utilizing innovative content strategies and audience insights to increase followers by 20% and engagement by 15%.
- Developed and executed comprehensive public relations campaigns, conducting media research, drafting press releases, and coordinating media outreach through Cision and Meltwater, resulting in a 30% increase in positive media coverage and a 25% increase in brand visibility in the target market.
- Tracked expenses and allocated budgets for media monitoring services, press materials, and event logistics, resulting in a 20% reduction in PR-related expenses while maintaining campaign effectiveness.

● Marketing Assistant

Ralph Lauren Corporation | Feb 2020 - Mar 2022

- Achieved a 15% reduction in overall social media advertising costs and a remarkable 25% increase in click-through rates through targeted content and ad spending modifications.
- Executed a proactive social media crisis management plan that quickly fixed a negative online image and saved the organization \$50,000 in revenue.
- Collaborated with cross-functional teams to develop and execute targeted marketing campaigns, utilizing tools such as Google Ads, Facebook Ads Manager, and Mailchimp to drive customer acquisition and increase brand awareness, resulting in a 25% increase in website traffic and a 15% growth in online sales within a 6-month period.
- Tracked expenses and analyzed ROI to optimize campaign performance and allocate resources across channels like social media advertising, email marketing, and content creation, resulting in a 20% reduction in customer acquisition costs and a 10% increase in marketing efficiency.

Education & Training

● University of Strathclyde

Msc of Civil Engineering,

● Universiti Tun Hussein Onn Malaysia

Bachelor of Engineering,