

Nina Wilson



PERSONAL DETAILS

Name **Nina Wilson**
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PERSONAL PROFILE

Strategic and creative marketing professional embodying 10+ years of industry knowledge, crafting creative strategies and building ideas that support business growth. Leverage data-based systems to generate analytical insights which are transformed into effective real-world media and marketing campaigns that drive brand goals. Proven track record of cultivating brand identity to boost awareness and grow market share substantially.



ACCOMPLISHMENTS

- Implemented multiple digital marketing strategies, triggering a 10% increase in sales of low-performing stores.
- Crafted and implemented company-wide marketing materials, processes, and training programs.
- Championed company-wide rebranding inclusive of new website launch, content management system, and marketing data analysis tools.



AREAS OF EXPERTISE

- Team management
- Training and development
- Marketing communication
- Brand positioning
- Growth marketing
- Strategic planning
- Performance reviews
- Trend analysis and reporting
- Campaign development
- Stakeholder engagement



WORK HISTORY

Marketing Manager

2016 - Present

Cyanca, UK

Supervise marketing team of five, lead strategic planning, and oversee six-figure marketing budget covering people, integrated promotional, and channel mix. Design marketing campaigns from concept to completion, including analysis, reporting, and continuous improvement. Direct stakeholder engagements across content, public relations, and digital marketing events with award-winning marketing partners.

- Developed, implemented, and executed strategic marketing plans to attract potential customers and retained top customers
- Re-segmented existing market through strategic planning and ensured delivery of multiple, complex marketing projects on time and within budget.

Marketing Specialist

2014 - 2016

Abercrombie & Fitch, UK

Applied strategic and creative mindset to develop, manage, and track all aspects of marketing strategy, inclusive of social media strategy and website analytics. Liaised with key stakeholders and the marketing team to optimise digital and traditional marketing campaigns across various channels. Established weekly objectives for the team, created key performance indicators, and produced, analysed, and presented reports to c-level executives

- Introduced a new content management system and rolled out a training program for internal tools as well as brand initiatives.
- Led implementation of Google Analytics on the website, improving strategic planning of marketing campaigns and website content.

Marketing Coordinator

2011 - 2014

Michael Kors, UK

Coordinated and oversaw numerous digital campaigns, including email and social media. Measured results to evaluate and improve campaigns. Conducted market research, managed marketing team operations, and carried out promotional campaigns while identifying new target audiences through market trend analysis.

- Promoted from Marketing Assistant to Marketing Co-ordinator within one year by demonstrating excellence in taking the initiative and ensuring smooth roll-out of marketing campaigns and team operations.
- Set up tracking systems for campaigns, enabling complete oversight of campaigns across all channels.

EDUCATION

Master of Science in Marketing

University of London

Bachelor of Arts in Business and Marketing

Regents University London

COURSES

Content Marketing

2022

HubSpot

Search Engine Optimisation (SEO)

2022

HubSpot

Digital Marketing

2020

London Marketing Academy