CHIKO SHIRE

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CORE COMPETENCIES

- SaaS Sales & Business Development
- Pipeline & CRM Management (HubSpot, Salesforce, Custom CRM)
- Lead Generation & Deal Closure
- Digital Marketing & Paid Media
- Strategic Partnerships & Client Onboarding
- Team Leadership & Collaboration
- Go-to-Market Strategy
- Project Management & Process Automation
- Content Management Systems
- Customer Success & Retention
- Performance Metrics & Revenue Growth
- Innovation & Digital Transformation

TECHNICAL SKILLS

- CRM: Salesforce, HubSpot, Custom CRM
- Marketing: Google Analytics, SEO, Paid Media, Social Media
- Platforms: Webflow, Shopify, CMS
- Automation: AI-powered tools, Project Management Systems

HOBBIES & INTERESTS

- DJing
- Fitness
- Creative Arts

EDUCATION

- A Levels: English (A), Biology (B), Maths (B), Psychology (AS Level B)
- Woodhouse College & Haringey Basketball Academy, London | 2012 – 2013
- Sport Distinction Level 3

CERTIFICATIONS & AWARDS

- BA Excellence Award, Ginger Promotions (2017)
- Promotion to Crew Leader, Ginger Promotions (2017)

PROFESSIONAL SUMMARY

A creative and technically minded Project Manager with over ten years of experience delivering high-impact digital and marketing projects across agencies, SaaS, and B2B environments. Skilled in managing cross-functional teams, client relationships, and end-to-end project lifecycles - from scoping and creative briefing to execution and delivery. Adept at balancing strategic oversight with hands-on execution, ensuring every project is completed on time, within scope, and with measurable business impact.

SENIOR STRATEGIST

Whitefriar, London | Jun 2025 – Present

- Lead strategic initiatives for an online reputation SaaS, helping executives and high-growth companies control and enhance their digital presence.
- Drove client onboarding and SaaS sales, positioning clients for board seats, partnerships, and speaking engagements.
- Combined strategic insight with execution to increase client visibility and credibility.
- Manage multi-channel client projects from onboarding to delivery for an online reputation SaaS serving C-suite
- executives and high-growth companies.
- Oversee internal workflow systems and reporting
- frameworks to enhance visibility and accountability across teams.

BUSINESS DEVELOPMENT (PART-TIME)

Pattern Up, UK (Remote) | Oct 2025 – Present

- Oversee vision, strategy, and daily operations for a tech-driven company delivering innovative SaaS and digital solutions.
- Built strategic partnerships and led new business development, driving growth and high-quality client outcomes.
- Oversee strategy, process design, and delivery of SaaS and creative projects for B2B clients. Implement project
- management systems to streamline collaboration and improve delivery timelines. Coordinate design, dev, and
- content teams to ensure all milestones align with client goals.

SENIOR CREATIVE TECHNOLOGIST & PROJECT LEAD (PART-TIME)

Creative Concepts Agency, London (Remote) | Aug 2024 – Present

- Manage complex creative and technical builds for luxury and legacy brands, including CRM architecture and web
- platform delivery. Develop digital strategies, resource plans, and project schedules to keep multi-stakeholder
- projects on track. Work closely with creative and technical leads to align innovation with client vision.
- Consult on high-impact digital projects for luxury and legacy brands, leading technical execution of bespoke platforms and CRM architecture.
- Drive innovation frameworks and systems thinking to elevate agency performance.

FOUNDER, CREATIVE STRATEGIST

TUXX Agency, London (Remote) | Mar 2019 – Jul 2025

- Founded and scaled a digital agency specializing in AI automations, custom CRM setups, and Webflow websites for B2B clients.
- Developed and implemented project management systems, streamlining operations for clients

PROPERTY CONSULTANT

Foxtons, London | Nov 2019 – Aug 2020

- Exceeded monthly sales quotas, generating over £500k in closed deals.
- Built and maintained a pipeline of high-value clients, increasing repeat business by 15%.