CHIKO SHIRE

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PROFESSIONAL SUMMARY

Results-oriented professional specializing in direct sales, social media, and marketing strategy. Proven expertise in web content development, project management, and digital design, with strong capabilities in market research and management. Skilled in online advertising, SEO, and Google Analytics, demonstrating a blend of creativity and entrepreneurial drive. Committed to utilizing these skills to enhance business growth and innovation.

WORK HISTORY

Senior Strategist, 06/2025 - current
Whitefriar, London

- Developed and maintained strong relationships with key clients to enhance customer satisfaction and loyalty.
- Secured £170k in sales within initial two months of tenure.
- Coordinated with sales team for streamlined operations.
- Streamlined sales process, boosting overall efficiency.
- Led sales team in implementing strategies to effectively penetrate new markets and expand client base.
- Streamlined sales processes by integrating new customer relationship management software to enhance efficiency.

ACCOUNT MANAGER / MARKETING MANAGER, 12/2020 - 07/2025
Creative Concepts, London

- Developed comprehensive marketing strategies to enhance brand visibility and client engagement.
- Nurtured client relationships, ensuring understanding of business needs and satisfaction.
- Analysed market trends and competitors to provide informed recommendations for marketing strategies.
- Oversaw project timelines, budgets, and deliverables to ensure seamless execution of initiatives.
- Collaborated with cross-functional teams to integrate marketing efforts, optimising client success.
- Recruited and managed a skilled technical team, fostering collaboration to boost project efficiency.

PROPERTY CONSULTANT, 12/2019 - 12/2020
Foxtons

- Conducted client consultations and scheduled property valuations.
- Supplied stock to front office to ensure operational readiness.
- Obtained instructions from clients to facilitate transactions.
- Referred clients to sister broker company for additional services.
- Developed and maintained strong client relationships to foster repeat business and referrals.
- Researched local market conditions and prepared comprehensive reports to guide clients effectively.

SKILLS

- Direct Sales
- Social Media Strategy
- Marketing Strategy
- Web Content Development
- Project Management
- Digital Design
- Market Research
- Management
- Online Advertising
- SEO and Google Analytics
- Creative
- Entrepreneurial
- Disciplined
- Leadership
- Reliable and professional
- Organized
- Time management
- Team player
- Fast learner
- Motivated

Sales leader, 02/2017 - 02/2019
Ginger Promotions

- Promoted various commercial and charity products within residential and events divisions.
- Coached individuals to excel as profitable brand ambassadors.
- Supported recruitment team with office-based screening processes.
- Recruited and trained new brand ambassadors for enhanced performance.

MARKETING MANAGER, 07/2014 - 01/2017
Reach & Teach Sports

- Oversaw a team of interns in photography, videography, and graphic design.
- Managed online content for website and social media platforms.
- Directed sales initiatives to drive revenue growth.
- Formulated effective social media strategies to enhance engagement.
- Developed comprehensive marketing strategies to reach target audiences.
- Executed web content development projects to optimise user experience.
- Conducted market research to identify trends and inform decision-making.
- Leveraged SEO and Google Analytics to improve online visibility.

EDUCATION

A LEVELS , English, Biology, Maths, Psychology (AS Level), 01/2012 - 01/2013
Woodhouse College

- English - A
- Biology - B
- Maths - B
- Psychology (AS Level B)

A-Levels, Sport, 01/2012 - 01/2013
Haringey Basketball Academy - Lodon - Distinction Level 3
GPA: Distinction

CUSTOM

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

HOBBIES AND INTEREST

- DJing
- Fitness