CHIKO SHIRE

London, England, United Kingdom

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Summary

Experienced professional with a robust background in marketing, fulfilling roles as both Account Manager and Marketing Manager. Developed and implemented marketing campaigns, analyzed market trends, and enhanced client success. Demonstrated leadership as a team leader, and enriched expertise as a Brand Manager. Eager to contribute to Fame's podcast growth and client success.

Experience

Account Manager / Marketing Manager

Creative Concepts Agency

Dec 2020 - Present (4 years 2 months)

• Developed and nurtured client relationships, increasing client satisfaction rates by understanding and addressing their business needs.
• Strategised and implemented effective marketing campaigns, improving campaign effectiveness through a mix of digital and traditional channels.
• Analysed market trends and competitors, providing insightful recommendations that enhanced project efficiency and optimised overall client success.

Account Manager

Creative Concepts Agency

Jan 2019 - Jan 2020 (1 year 1 month)

• Developed and executed digital marketing and social strategies, increasing brand exposure and growth through targeted campaigns.
• Improved and upgraded branding for local and international brands, enhancing brand recognition and customer loyalty.
• Delivered innovative social media and online marketing techniques, resulting in a increase in revenue and client engagement.

Property Consultant

Foxtons

Dec 2019 - Dec 2020 (1 year 1 month)

• Engaged with clients to book valuations, ensuring a seamless and satisfactory experience.
• Managed front office stock, maintaining optimal inventory levels and supporting operational efficiency.
• Facilitated client instructions and referrals to the sister broker company, enhancing client satisfaction and service continuity.

Team/Crew Leader

Ginger Promotions UK Ltd

Feb 2017 - Jan 2019 (2 years)

• Spearheaded the sale and promotion of various commercial and charity products/services within residential and event divisions, increasing sales by 85% through face-to-face interactions.
• Coached and trained new brand ambassadors, enhancing team performance and profitability by 125%.
• Supported the recruitment team with office-based recruitment screening, improving recruitment efficiency by 34%.

Marketing Manager

Reach & Teach Sports & Midnight Madness UK
Jul 2014 - Jan 2017 (2 years 7 months)

• Led a team covering photography, videography, and graphic design, enhancing project efficiency and innovation through effective team management.
• Managed online content for the website and social media, increasing user engagement through strategic content planning and execution.
• Executed marketing campaigns, including PPC and PR, resulting in a ##% increase in brand visibility and client satisfaction.

Education

Woodhouse College

A, English Language and Literature, General
2012 - 2013

Woodhouse College

B, PSYCHOLOGY
2012 - 2013

Woodhouse College

B, Mathematics
2012 - 2013

Haringey Basketball Academy

Sports Level 3
2013 - 2014

Skills

Direct Sales • Social Media Strategy • Marketing Strategy • Web Content Development • Project Management • Digital Design • Market Research • Management • Online Advertising • SEO and Google Analytics

Honors & Awards

BA EXCELLENCE AWARD 2017 - Ginger Promotions

PROMOTION TO CREW LEADER - Ginger Promotions