CHIKO SHIRE

CREATIVE ACCOUNT MANAGER

My Profile

Experienced professional with a robust background in the marketing industry, fulfilling roles as both Account Manager and Marketing Manager. Previous experience includes a role as a property consultant, contributing to honing client relations and negotiation skills. Demonstrated leadership capabilities during a term as a team leader in a sales company. Further enriched my expertise as an Account Manager as well as a Brand Manager. Now seeking a dynamic position to contribute my wealth of experience and strategic acumen to a progressive organisation.

Personal Skills

- **Creative**
- **Teamwork**
- **Attitude**
- **Leadership**
- **Organised**
- **Time**

+44 7480 642 511
shirechiko@gmail.com
Woolwich, London

Education

A Levels
Woodhouse College
English A / **Biology** B / **Maths** B / **Psychology** (AS) B

Haringey Basketball Academy
Sports Level 3 Distinction

Work Experience

ACCOUNT MANAGER / MARKETING MANAGER

TUXX Agency | December 2020 - Present

- Develop and nurture client relationships, ensuring satisfaction and understanding of their business needs.
- Strategies and implement effective marketing campaigns, employing a mix of digital and traditional channels.
- Analyse market trends and competitors to provide insightful recommendations for clients' marketing strategies.
- Oversee project timelines, budgets, and deliverables, ensuring seamless execution of marketing initiatives.
- Collaborate with cross-functional teams to integrate marketing efforts and optimise overall client success.
- Recruit and manage a skilled technical team, fostering a collaborative work environment to enhance project efficiency and innovation.

Clients: **BBC 1xtra** / **Nike** / **A Jewellers** (ajewellers.com) / **Sara Shakeel** (sarashakeel.com) / **Barbican** (barbican.org.uk) / **Nalas Baby** (nalasbaby.com) / **Julian Knxx** (Julianknxx.com) / **Adidas Originals** / **Roundhouse** / **Hello Fresh** / **Virgin Pure**

Work Experience Continued

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Property Consultant

Foxtons | December 2019 - December 2020

- Speaking with clients and booking in valuations
- Supplying stock for the front office
- Getting instructions from clients
- Referring clients to the sister broker company

AWARDS

BA EXCELLENCE AWARD 2017
Ginger Promotions | 2017

PROMOTION TO TEAM LEADER
Ginger Promotions | 2017

Accout manager

Creative Concepts Agency | Jan 2019 - Jan 2020

- Working with local and international brands with their online/digital presence
- Creating digital marketing and social strategies to help exposure and growth
- Developing websites and online collateral
- Improving and upgrading branding
- Delivering social media and online marketing techniques to increase revenue

Clients: **Nike** / **Andoid Homme** (androidhomme.com) / **Lauren Von Der Pool** (laurenvonderpool.com) / **Labrum London** (labrumlondon.com) / **Queen Afua** (queenafua.com) / **Omni Eden** (omnieden.io) / **Eat of Eden**

Team Leader

Ginger Promotions | Feb 2017 - Jan 2019

- Sale and promote several commercial and charity products/services within the residential or events divisions (face-to-face)
- Coach and train others to become profitable brand ambassadors
- Support the recruitment team with the office recruitment screening
- Recruit and train new brand ambassadors
- Fully commission-based role

Clients: **Gousto** / **British Heart Foundation**

Brand Manager

Reach & Teach Sports & Midnight Madness UK | July 2014 - January 2017

- Manage a team covering photography, videography and graphic design
- Manage the online content for the website and social media content
- Handle marketing campaigns, inclusive of PPC and PR