Chiko Shire

CONTACT

- hello@chikoshire.com
- +447480642511
- London, Kentish Town

EXPERTISE

- Copywriting
- Visual story-telling
- Social Media Marketing
- ROI Calculations
- Product Development
- SEO
- Marketing Strategy
- Branding

TRAINING / COURSES

Hubspot Marketing software Certification
Hubspot

Inbound Marketing Certification
Hubspot

Google Analytics
Google

Jonah Berger on Viral Marketing
Linkedin Learning

Instagram For Business Workshop
Bobolink Creative Agency

CHIKO SHIRE

Head of Marketing, Creative Director

Head of Marketing and Creative Director with over 10 years of experience leading marketing and creative teams to drive growth and brand recognition. Proven track record of successfully executing campaigns, developing strategic plans, and executing on creative projects that engage and resonate with target audiences.

Skilled in developing and managing budgets, building relationships with stakeholders, and mentoring team members to achieve shared goals. Strong leadership and problem-solving skills, along with a deep understanding of branding, digital marketing, and product marketing. Seeking a challenging opportunity to lead and innovate in a dynamic environment

WORK EXPERIENCE

CREATIVE DIRECTOR, HEAD OF MARKETING 2014 - Present

TUXX Agency (MSG)

Marketing Strategist:

- Developed and executed integrated and effective marketing strategies for various products and services.
- Analyzed market trends, competitor analysis, and customer insights to create successful campaigns.
- Managed budgets and resources to optimize returns from campaigns.
- Implemented and monitored marketing performance metrics and analyzed results to determine future strategy.

Creative Director:

- Led creative teams in developing innovative and effective campaigns across multiple channels.
- Established and maintained relationships with clients and stakeholders to ensure all objectives were met.
- Worked closely with other departments to ensure all campaigns were delivered on time and within budget.
- Directed and supervised the execution of campaigns to ensure outstanding quality.

Head of Sales & Marketing:

- Developed and implemented strategies to drive growth and revenue for the business.
- Designed and implemented sales processes and policies to optimize efficiency.
- Liaised with customers and prospects to build strong relationships and secure sales.
- Analyzed data and developed reports to identify potential areas for improvement.

Designer:

- Created design concepts in response to clients' briefs and requirements.
- Developed high-quality visual assets for use in digital and print media.
- Collaborated closely with other members of the creative team to ensure project objectives were met.
- Reviewed artwork regularly to ensure accuracy and consistency with brand guidelines.

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WORK EXPERIENCE

SENIOR AGENCY PARTNER — 2019 - 2022
Creative Concepts Agency

Responsibilities:

- Extensive experience in managing and growing relationships with key agency partners and clients to drive business results
- Proven track record of developing and executing successful, integrated marketing campaigns across a variety of channels and platforms
- Strong strategic and analytical skills, with the ability to evaluate market trends and customer insights to inform marketing strategies
- Excellent leadership and interpersonal skills, with the ability to motivate and lead cross-functional teams to achieve shared goals
- Strong financial acumen, including experience managing budgets and forecasting future performance
- Deep understanding of the agency landscape, including trends, best practices, and key players
- Proven ability to build and maintain strong, long-lasting relationships with key stakeholders, including agency partners, clients, and internal teams
- Excellent communication and presentation skills, with the ability to clearly articulate complex ideas and recommendations to stakeholders at all levels.

SENIOR AGENCY PARTNER — 2021 - 2022
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Responsibilities:

- Proven experience in developing and executing successful marketing strategies to drive growth and brand recognition for early-stage startups
- Deep understanding of the startup landscape and experience in launching new products and creating go-to-market plans
- Strong leadership skills, with the ability to build, manage, and motivate cross-functional teams to achieve shared goals
- Excellent strategic and analytical skills, with the ability to evaluate market trends, customer insights, and data to inform marketing decisions
- Proven ability to develop and manage budgets, track performance, and measure the impact of marketing efforts
- Strong understanding of digital marketing, including experience with social media, email marketing, and paid advertising
- Experience building brand identity and executing brand initiatives, including naming, messaging, and visual identity
- Excellent communication and presentation skills, with the ability to effectively articulate the vision and value proposition of the company to stakeholders at all levels
- Ability to work in a fast-paced, dynamic environment, with a willingness to take calculated risks and embrace change as needed.