

SAJIA AFREEN

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Professional Summary

Creative and data-driven **Marketing Manager** with **6+ years** of experience building brand narratives and leading digital content strategies across social, web, and CRM. Skilled in copywriting, campaign setup & management, influencer partnerships, and SEO-led content creation that drives engagement and conversion. Adept at blending creativity with performance insights to deliver content that informs, inspires, and performs. Passionate about building communities around brands with purpose.

Work Experience

Marketing & Communications Manager

November 2024 - Current

IZ Energy Services Ltd

- Lead the **full marketing function** and manage a budget of **£100,000+**, delivering campaigns that align with business and sustainability goals.
- **strategic social media plan**, resulting in over 900% growth in impressions by creating engaging, trend-led content (Analytics Below):

56,358 Impressions ▲997.7%	1,295 Reactions ▲1,955.6%	63 Comments ▲3,050%	28 Reposts ▲2,700%
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- Designed and led **multi-channel campaigns** (social, web, email, events), driving both brand visibility and qualified leads.
- Drove the **website and lead generation strategy**, generating **120 qualified leads per month** through a blend of SEO, content, and paid media.
- Planned and implemented **multi-channel marketing campaigns and trade event strategies**, including managing our presence at major events like **Homes UK 2024**.
- Reduced marketing costs by **33%** through negotiation with vendors, efficient budget allocation and optimisation.
- Increased brand visibility and engagement by designing and delivering **content programs, including newsletters, email campaigns, and market insights**.
- **Expert-level proficiency in advanced video editing and graphic design platforms**, including **CapCut** (all pro features), **Canva Pro**, and **Adobe Creative Suite**, consistently delivering high-quality visual content. My recent video production link examples - [Video 1](#), [Video 2](#)
My designs using Canva: [Leaflet Design](#), [Resident Handover Guide](#), [Employee Handbook](#)
- **Proven track record in leveraging generative AI tools** (e.g., ChatGPT, Gemini Pro) for advanced ideation, copywriting, and enhancing content production workflows.
- **Deep understanding of social media platform algorithms and emerging trends**, this is backed by my experience as a UK content creator and five years of professional marketing experience.
- **Extensive network of 500+ UK-based influencers**, with demonstrated ability to foster relationships for successful brand partnerships and event collaborations.

Marketing & Social Media Manager
Lycamobile, London, United Kingdom

May 2022 –November 2024

- Spearheaded the Global Marketing Strategy for Lycamobile's entry into the pure global travel eSIM market, focusing on awareness, acquisition, and retention metrics across key inbound traveler corridors (UK, USA, EU).
- Served as the Group's Subject Matter Expert (SME) on travel eSIM marketing and the roaming ecosystem, providing strategic guidance to executive leadership and influencing cross-functional product teams.
- Managed and directed relationships with third-party marketing agencies (including Unitaskr and Awin), ensuring consistent brand delivery and optimizing their output against defined Performance Marketing KPIs across digital channels.
- Led digital content and social growth across UK and European markets — achieving record engagement levels and growing brand presence across all channels.

20,409 Impressions ▲338.1%	566 Reactions ▲875.9%	27 Comments ▲1,250%	10 Reposts ▲400%
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- Managed influencer partnerships with **Unitaskr, Byter Ltd, Bulba, and Awin**, developing campaigns that fused cultural relevance with brand storytelling.
- Increased **organic engagement and follower growth** through creative short-form content and interactive brand moments.
- Led cross-functional teams, including **native-speaking ground executives and third-party agencies** (Unitaskr & Awin) to execute localised content & affiliate marketing.
- Developed and executed **regional marketing campaigns** aligned with commercial goals and cultural insights.
- Managed a team of local marketers and creative agencies to deliver multi-language campaigns, ensuring consistent tone and brand message across markets. Created monthly content calendars, newsletters, and audience reports that informed creative and business strategy.
- Strengthened the company's social voice by leading storytelling that celebrated connection, community, and global diversity.

Accounts reached	902K +402.4%	>
Accounts engaged	80K +638.6%	>

Social Media & Partnership Manager
Byter Limited, Mayfair, London

Dec 2021 - May 2022

- Managed social media strategies for client brands, enhancing visibility and engagement through creative partnerships and authentic influencer collaborations.
- Created high-performing content across video, digital, and print — improving engagement metrics by 60%.
- Monitored analytics to optimise performance and identify emerging content opportunities.
- Secured **13+ new clients** through strategic outreach and content campaigns that showcased brand creativity and storytelling.

Manager Outreach Ambassador
Outreach Ambassador
University of Greenwich, London

Sep 2021 – Dec 2021

- Lead the ongoing projects, addressing their marketing needs, and plan strategies.
- Maintained accurate records of student outreach and met targets set by the Project Manager.

Senior Marketing Executive
SMS Higher Education Group UK

Oct 2019 - SEP 2021

- Managing marketing activities and organising regular workshops.
- Preparing post-performance reports

Content Marketing Producer
Magnito Digital Ltd, Bangladesh

Jan 2019 - July 2019

- Managing social media channels for 3 clients- Uber Bangladesh, Unilever and Huawei.
- Led digital strategies for assigned clients and oversaw development and execution.

Trade Marketing and Business Development Intern
British American Tobacco Bangladesh

Oct 2017 - Nov 2017

- Participated in real-time projects and contributed creative ideas to achieve team objectives
- Organising internal employee engagement events.

EDUCATION:

MBA in International Business, 2023
University of Greenwich, London, UK.

MSc in Global Marketing , 2021
Glasgow Caledonian University, London, UK,

Bachelors of Business Administration, 2019
North South University, Dhaka, Bangladesh,

Content Creation Expertise & Digital Leadership 📱

My background as a UK content creator provides a distinct, real-world edge in understanding digital ecosystems, translating directly into high-impact marketing results.

- **Significant Digital Reach & Engagement: I have** built a combined social media following of **170,000+** and generated **1.8 million likes** across all platforms, demonstrating proven success in capturing audience attention and driving engagement at scale.
 - **TikTok:** 82,000 followers and 1.8 million likes.
 - **Facebook:** 50,000 followers.
 - **Instagram:** 33,000 followers.
 - **YouTube:** 6,000 subscribers.
- **Direct Platform Resource Access: I maintain** direct access to exclusive creator resources and insights from platforms like TikTok and Instagram, ensuring a first-hand, advanced understanding of social media algorithms and emerging trends for strategic advantage.

Industry Recognition & Thought Leadership 🏆

- **Meta Festival 2025 Winner:** Awarded **Most Creative Reel** (in partnership with Samsung), validating high-level creative execution and resulting in the prize of a Samsung Galaxy S25 Ultra.
- **Google Signal 2 Impact Event Invitation:** Invited to receive advanced training on key performance drivers, including **Enhanced Conversions for Leads, AI Max, Performance Max, and Demand Gen.**
- **Google YouTube Unlocked Contributor:** Invited as a Marketing Manager to participate and share **lead generation strategies** and learn about consumer insights and emerging trends.
- **TikTok Headquarters Creator Invitation:** Recognized for industry expertise and thought leadership with an invitation to the TikTok Headquarters as a **recognized content creator.**

EXTRACURRICULAR ACTIVITIES & AWARDS:

- The Most Outstanding Innovation Award in Tokyo, [International Young Innovators Summit, Tokyo, Japan.](#)
- Winner and Best Team Award, [Samsung Edge Campus Program, Dhaka, Bangladesh.](#)
- Student Country Representative, [The International Olympic Truce Centre, Olympic Academy](#)
- [Action Plan Executor, Student Country Representative, United National, World Merit.](#)
- Student Country Representative, [Riau International Youth Summit](#)
- Student Country Representative, [International Youth camp, Nepal](#)
- Active Citizen [Youth Citizen leadership](#) award, British Council
- Organiser, [Dhaka University National Model United Nations](#)

CERTIFICATIONS:

- The Fundamentals of Digital Marketing by Google Digital Garage
- Generative and Agentic AI by Said Business School, University of Oxford
- Digital Marketing Certified, Hubspot Academy
- The Complete Digital Marketing Course by Udemy

My Articles:

[How to go Viral as a Brand](#)
[Same Campaigns, different platforms, more results](#)

The Advanced Marketing & Analytics Toolkit that i use (AI & Traditional) ⚙️

- **Capcut Pro + Adobe Creative Suite:** I use this for advanced design and video editing to ensure high-quality, professional, and on-brand creative assets.
- **SEMrush:** Leverage for in-depth competitor analysis, keyword research, and monitoring site health to inform organic search and content strategy.
- **Sprinklr:** Use for unified customer experience management, including social listening, engagement, and publishing across all major platforms.
- **HubSpot:** Employ for CRM, marketing automation, and lead nurturing campaign execution, from email to landing page optimization.
- **Google Analytics (GA4):** Apply for measuring campaign performance, tracking user behaviour, and identifying funnel drop-offs to drive data-backed optimization decisions.
- **Salesforce Marketing Cloud:** Use for cross-channel, hyper-personalized customer journeys and large-scale marketing automation across segments.
- **Canva Pro:** Utilize for rapid development of social media visuals, presentations, and on-brand content assets across teams.
- **Meta Ad Manager:** To manage my paid social media campaigns, audience targeting, and detailed ad performance analysis across Meta platforms.
- **Gemini Ultra, ChatGPT / Claude, Notebook LM,** Use for rapid content ideation, drafting high-conversion email and ad copy, and synthesizing complex market research data for strategic planning.
- **Jasper AI:** Employ to generate long-form, on-brand blog posts and campaign copy at scale while maintaining brand voice consistency.
- **Surfer SEO:** Apply to optimize content drafts in real-time by analyzing top-ranking pages and providing data-driven recommendations for maximum search engine performance.
- **Adobe Firefly / Midjourney:** Utilize for creating unique, commercially safe, and engaging image/visual assets for social media and advertising campaigns, significantly accelerating the creative pipeline.
- **Google Ads Advisor (Gemini-Powered):** Employ for proactive campaign management, generating personalized, goal-driven optimization recommendations, and applying changes directly for faster performance improvement.
- **Google Performance Max (PMax):** Manage full-funnel automated campaigns, supplying high-quality assets and business goals to drive conversion value across all Google advertising inventory.
- **Google Demand Gen:** Execute high-impact, visual-first campaigns to drive demand and attract new customers via YouTube, Discover, and Gmail placements.
- **Meta AI (Advantage+ Creative):** Develop high-performing ad creatives by using generative AI to create instant text variations, dynamic backgrounds, and optimized image crops for different placements.
- **Meta AI Business Assistant:** Consult with the in-platform AI to receive real-time campaign optimisation advice and performance recommendations, maximizing efficiency within Meta Ads Manager.
- **Meta AI Creator Discovery:** Leverage AI-powered creator search and content recommendations within the Creator Marketplace to identify and partner with the most effective creators for branded content campaigns.

Content Creation & Management tools: Lightroom, Adobe Premiere Pro, iMovie, CapCut, InShot

Project Management: Asana, Microsoft Office, Google Workspace.

Language skills: Fluent in English, Bengali, Hindi.

LinkedIn: <https://www.linkedin.com/in/sajia-afreen/>

Website & portfolio: www.sajiaafreen.co.uk

My Marketing + Influencers Agency: www.galaxio.co.uk