

EDUCATION

ASTON UNIVERSITY

- Bachelor of Science - Business Management and Public Policy

PROFESSIONAL EXPERIENCE

DEALER.COM BY COX AUTOMOTIVE

CLIENT RELATIONSHIP MANAGER II • MANAGED SERVICES | May 2025 – Present

- Act as primary liaison between clients and internal teams (SEO, Social Media, Campaign Coordination), ensuring client strategies are translated into actionable plans that drive results.
- Manage stakeholder communications, timelines, and assets, improving campaign turnaround time and client satisfaction.
- Translate strategic goals into actionable plans, driving campaign performance and client retention.

CAMPAIGN COORDINATOR • CONTENT & CREATIVE | June 2024 – May 2025

- Developed websites pages, driving seamless functionality and captivating designs. This resulted in enhanced user-friendly navigation, increased website traffic and improved lead conversions.
- Effectively utilized customer service and communication skills when interacting with clients to build strong relationships with the brand. As a result, leading to an increase in client retention rate.
- Created detailed campaign briefs and took initiative in asset editing (Photoshop), reducing design dependency and improving speed to market.

NISSAN MOTOR CORPORATION

DIGITAL CAMPAIGN & WEB PLATFORMS • DIGITAL MARKETING | October 2022 – February 2023

- Successfully project managed and executed multiple campaign content across all sales channels and seamlessly worked cross-functionally with multiple departments, demonstrating multitasking and organisational skills. Navigated differing project elements, meeting tight deadlines under pressure and efficiently prioritizing tasks to ensure timely delivery of corporate objectives.
- Managed marketing agency and their operations in relation to the website, ensuring alignment with corporate goals. Implemented an efficient Excel-based tracking system for website amendments, increasing productivity. This added value by streamlining processes.
- Coordinated compliance reviews across Legal and Product, ensuring campaign accuracy and brand integrity.

PRODUCT MARKETING EXECUTIVE • PRODUCT MARKETING | October 2021 – October 2022

- Crafted successful campaign proposals by conducting thorough research and analysis on industry competitors and trends. Leveraged Excel and analytical skills to analyze data, assess market opportunities, and reduce risks, this resulted in competitive campaign offers. Created compelling campaign proposal enabling strong negotiation position during campaign meetings.



- Optimized vehicle launch efficiency through implementing a streamlined process. By managing invitations, tracking departmental actions, and facilitating meetings, teams were aligned and accountable. Comprehensive post-meeting summaries were circulated to provide clarity. This led to more efficient launches.
- Oversaw creative asset development with agencies, ensuring brand alignment and flawless execution.

PRESS OFFICER • PR/ COMMUNICATIONS | September 2020 – September 2021

- Meticulously executed PR launch events by collaborating closely with agencies to coordinate plans and create innovative ideas that would provide a unique experience for attendees through a storytelling process. As a result, this resulted in gaining positive media coverage and enhanced brand visibility. This makes evident organizational and event management skills.
- Secured favourable reviews and extensive coverage from media such as Top Gear by utilizing communication, interpersonal, and verbal skills. This approach created strong relationships with journalists and influencers, driving increased coverage and positive public perception.
- Produced compelling editorial content including press releases, internal articles, and corporate statements by utilising written skills, attention to detail, and adaptability in tailoring writing style to diverse audiences. This resulted in increased brand messaging and engagement.
- Effectively built relationships with micro-influencers and arranged vehicle loans in exchange for product reviews on their social media platforms. In turn, this resulted in access to untapped demographics at no monetary expense to the company and expanded brand reach significantly.
- Assisted in the successful execution of the Nissan RE-LEAF media campaign, resulting in increased coverage and achievement of departmental objectives. Organised and participated in campaign and press shoots for Nissan Qashqai, RE-LEAF, and GT-R, ensuring impactful visual content creation.

VAUXHALL MOTORS

SALES STRATEGY ANALYST • RETAIL SALES | July 2018 – July 2019

- Generated reports for the Sales team using Excel, providing insights into sales trends and performance. As a result, enabling an insight into areas of improvement and enhancing strategies.
- Detected discrepancies in reports and contributed to resolving them, ensuring the accuracy within the report. As a result, this added value by enhancing the reliability and credibility of the information.
- Project managed recreation of quarterly report. Prioritized tasks effectively and divided project into manageable components for efficient execution.

CERTIFICATIONS & SKILLS

Certifications: [Content Marketing Certified](#) & [Social Media Marketing Certified](#) by HubSpot Academy

Technical: Microsoft Office Suite, Google Drive, iMovie, Keynote, Canva, Photoshop, Salesforce, Wix, WordPress, HTML.

INTERESTS & ACHIEVEMENTS

- Contributor to Diversity & Inclusion and Employee Engagement groups at Nissan.
- Former Brand Ambassador Leader – Aston Women in Business Society.
- Deep interest in storytelling, photography, and the entertainment industry.

