

# HADEED AKMAL

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## LANGUAGES

Urdu (Native), Punjabi (Native), English (Fluent), Arabic (Intermediate) and Spanish (Beginner).

## ACADEMIC QUALIFICATIONS

### University of Bradford School of Management

2010 - 2014

BSc (Hons) International Business and Management-Sandwich Degree.

### Grade Achieved - First Class Honours.

**Modules studied include:** Integrated Marketing Communications, Marketing Management and Strategy, International Marketing and Foundations of Marketing.

## EMPLOYMENT EXPERIENCE

### Digital Frame of Mind

June 2014 –Present

An initiative to help local businesses with their online and offline marketing.

- Establishing an online presence - Using CMS (Content Management Systems Wordpress and Drupal), I set up websites for local businesses; this also requires a sound knowledge of html and CSS.
- Creating Content – I create and produce marketing content including videos, infographics, promotional literature and social media content.
- I have helped 12 local businesses with different aspects of marketing, from web development to running e mail marketing campaigns and have educated them about their marketing options.

### TF Automation

Nov 2014 -April 2015

An automotive company aiming to enhance its online presence through social media and email marketing.

### Marketing Assistant

I worked alongside the managing director, the business development and sales teams to increase brand awareness of the company through social media and email marketing.

- Created creative and engaging content for 2000 newsletter subscribers as well as for social media followers, to increase brand awareness for existing and prospective customers.
- Worked alongside different teams and personnel (sales and marketing, business development, managing director etc) to ensure a consistent brand image across different marketing channels (both online and offline).
- Tracked the impact of digital marketing including email marketing and social media marketing through the use of analytics tools.
- Increased the open rate for e mail marketing campaigns from 11% to 18% within 3 months.

**Pearson Jones Plc****May 2012 -Sept 2013 & July 2011 -August 2011**

A multiple award winning financial consulting firm based in Leeds offering services in wealth management, employee benefits and tax and trusts to around 4000 clients from 5 offices around the country.

**Assistant to the Operations Manager**

I worked closely with the finance director and the operations manager to help with the transition of the company to the new business model and brand image by assisting with change management.

- Assisted with the production of 3000 client documents to ensure they were consistent with the new business model and pricing structure.
- Prepared monthly reports detailing key metrics such as most profitable clients, new accounts, highest paying clients etc, for the directors' monthly meeting.
- Answered queries from the typing team, the consultants and the directors relating to the new business model thus ensuring clear communication across the board.
- Suggested improvements to the project methodology leading to a 20% increase in project efficiency.

## **SKILLS**

**Technical Skills Relevant to Marketing**

- Confident using html and CSS for web design and email marketing campaigns.
- Confident with web design tools such as wordpress, Adobe CS as well as Google Webmaster tools including speed insights test, responsive website test and Google Analytics.
- I have experience of using different content management systems including wordpress as well as Joomla and Drupal. I have used different E mail marketing software, e.g. Mail Chimp, Campaign Monitor, Constant Contact, iContact to help small businesses build a loyal customer base.

**Communication and Research Skills**

- I have prepared reports for senior management in most of my previous roles which has helped my content and report writing skills.
- Having had the responsibility of dealing with senior management in multiple roles, I am confident communicating with different stakeholders.
- My current work requires presenting business owners with technical information in plain language in a format they can understand easily.

## **EXTRACURRICULAR ACTIVITIES**

- I am always interested in carrying out projects for the local community. Using my digital skills, I am developing a platform to help non-profits in my local area advertise their services online.
- Currently I spend my free time learning Python and Spanish.

**References Available Upon Request**