






NASSUH abdunassir

Digital marketing consultant & strategist

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About Me

Experienced Digital marketing consultant & strategist with a demonstrated history of working with 50+ D2C brands. Skilled in Digital marketing tools and marketing strategy in all e-commerce channels, Branding, Brand positioning, Product design and forecasting, Trend analysis, Brand strategy processes and frameworks from naming, brand positioning, and marketing. Strong arts and design professional with a Strategic Digital Marketing & Analytics specialist in D2C Brands.

Skills

- Project Management
- Problem Solving
- Creativity
- Leadership
- Digital Marketing
- Communication Skills

Interests

- UI/UX
- Visual Design / Branding
- Advance Digital Analytics
- Persona & Data Driven Marketing
- Branding & Marketing Strategy
- Affiliate Marketing
- Creative & Media Planning

Work Experience

- 2019** **Digital marketing consultant & strategist | Rinteger**
2.9 years
- Handling 50+ D2C brands digital marketing strategy and consulting
 - Work with teams to manage brand strategy processes and frameworks from naming, brand positioning, and marketing across a variety of channels
 - Engage with the larger brand team to shape the future of work & increase brand marketing performance and ROI
 - Connect brand development processes and insights to product launches, events, and always-on brand marketing activity
 - Hands-on brand strategy or brand innovation experience: naming, Brand product recommendation (support on fashion forecasting and digital trend analysing with client design team) , research & insights, brand positioning - from conception to execution
 - Managing and delivering on cross-team projects in areas like Digital branding, brand positioning, brand persona, and brand SMM management
 - Top of funnel marketing execution experience (e.g., product launches, campaign launches, etc)
 - Contribute to brand planning and activation of brands - be it building and sharing strategic POVs, copywriting, creative strategy for brand photoshoot planning and website VM
 - Partnership building with various marketing and analytics tools like Logisy, Wigzo and shipping aggregator
- 2018-2019** **Brand Manager/ Digital Marketing Manager | Amparo Berezi**
1.8 years
- Branding, Branding strategy, Brand positioning, Product design and forecasting, Trend analysis, Market Research, Behavioural Retargeting Customers with push notification, Onsite-banners, Email Marketing & WhatsApp Notification, Facebook Ads, Funnel Creations, Business Manager, Business Suite, Ad account creation, Strategy building, Pixel Integration partnership, Pixel helper Tools, Building Custom Audiences, Lookalike Audiences, Tracking User behaviour, Dynamic Ads, Measure Campaign Effectiveness, Conversion API, A/B Testing ,Google search Console, Aggregated event measurement, Optimising Campaigns, Google Data Studio, Google Ads.
- 2015-2018** **Brand Designer | ESSTEE EXPORTS**
2.9 years
- Brand guide, Product design, Forecasting, Trend analysis, Brand identity guide follow up, Product development support with brand design team, Creative, Assist brand manager, Assist brand marketing manager.

Education

- 2022** **Strategic Digital Marketing & Analytics Program**
6 Months Indian Institute of Management
Executive Program - IIM Rohtak
- 2013-2015** **BA. Fashion communication design**
3 years Birmingham City University
ICAT Chennai, India
- 2012-2013** **Diploma in Set modeling, Texturing & Graphic design**
1 years Dream zone school of creative
CADD, Kerala, India