

HOW I ADD VALUE AS A MARKETING EXECUTIVE?

PORTFOLIO

MARKETING EXECUTIVE

2026

What's
not on
my CV



LEEDS, UK

PRESENTED BY
NISA ROSHNI TAJ



- 
- Marketing professional with 3+ years experience across digital marketing, sales, and content.
 - Born in India, grew up in a mixed-background household that shaped my curiosity about people and new cultures.
 - Worked as a digital marketing executive.
 - Moved to the UK in 2022 for my master's and to expose myself to a new system.
 - Progressed from hospitality, sales and marketing assistant roles to marketing executive.
 - Freelance work on the side.
 - Outside work: café hopping, social content creation, travelling, swimming, and gym.

(1)

WHO
AM I?

(2)

WHAT I DO?

Digital
Marketing
Strategy

Content &
Campaign
Planning

Social
Media
Planning

Email
Marketing

Paid Ad
Strategy

Press
Releases

- End-to-end marketing execution with full ownership, from campaign planning to execution, reporting and optimisation.
- My work spans content, PR, awards, events, sponsorships, digital performance, and stakeholder coordination. I don't just launch activity, I track, measure and refine strategy.
- I've worked across ed-tech, fashion retail, real estate, and engineering-led heavy haulage. I've built influencer-driven social campaigns in creative sectors, and translated complex technical heavy haulage projects into clear, compelling content for industry media and decision-makers.
- I balance creative output with budget control and performance accountability. I manage suppliers, track spend, handle compliance processes, and ensure marketing activity ties back to measurable business outcomes.

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MY PERSONALITY AT WORK

ANALYTICAL
THINKER

DETAIL-ORIENTED
STRATEGIST

METHODICALLY
ORGANISED

COMMUNITY-
DRIVEN
COMMUNICATOR

RELIABLE

make
it happen

I like to experiment with new ideas, but keep them grounded in data and insights. I bring a genuine curiosity and unwavering commitment to excel in every endeavour pursued.

(3)

SUCCESSFUL MARKETING CAMPAIGN

NEW VEHICLE AND EQUIPMENT LAUNCH - RENEWABLE ENERGY CLIENT

CONTEXT

Collett had invested in a new heavy haulage vehicle and complementary equipment to meet the specific demands of a major renewable energy client.

OBJECTIVE

Positioning Collett as an innovative, capable, and future-ready logistics partner while strengthening brand reputation and generating new leads in similar industries.

CHALLENGE

To showcase this development without disclosing confidential project details.

TARGET AUDIENCE

Existing and potential clients (especially transformer manufacturers and renewable energy companies), internal sales team, and industry media.

IDEA

Multi-phase content and PR strategy to tell a story of innovation and customer commitment, from internal education to public announcement, building credibility and engagement at each stage.

(4)



(5) — EXECUTION PHASES

INTERNAL LAUNCH

Internal Briefings, Teaser materials, Collected Visuals, and PR assets.

ENGAGEMENT

Storytelling posts on LinkedIn (innovation, efficiency, and customer benefits and quotes).
Published a full case study upon project completion.

1

2

3

4

PUBLIC LAUNCH

Published website blogs on purchase of equipment, delivery, assembly, deployment, and project completion.
Press release to power, heavy haulage and renewables industry media.
Targeted email campaigns to clients and leads.
Cross-promotional social media content with vehicle manufacturer and client.

MEASUREMENT

Email: Open and CTR.
Website: Traffic (News page).
LinkedIn: Engagement and inquiries.
Informal client feedback/quotes to measure satisfaction and delivery efficiency.



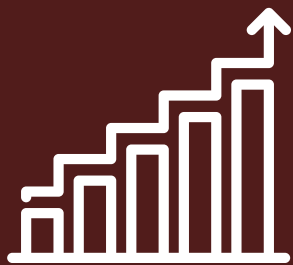
RESULTS — (6)

BUDGET

Included ad placements in high-traffic industry magazines and sponsored posts for reach.

COLLABORATION

Worked cross-functionally with marketing, design, PR, sales, and project management teams, as well as external clients for approvals and media coordination.



Increased website traffic to project news section



Generated qualified leads for similar renewable energy projects



High engagement and positive feedback from clients



Got covered by 4 top power media publishing companies

(7)

TESTIMONIALS

JACOB COLLETT

MARKETING MANAGER
COLLETT & SONS LTD

*"Nisa was an absolute pleasure to work with. She is always ready to learn something new, take up challenges and improving processes wherever possible.
An absolute asset to any team"*

PROFESSOR PALI

MARKETING PROFESSOR
UNIVERSITY OF LEEDS

"She was a dedicated student always showed curiosity, asked questions and maintained a positive classroom environment at university. She also represented the cohort as a course representative, during her time"

NICOLE TAGLIONE

COLLEAGUE
COLLETT & SONS LTD

"Her preparation, coordination, and committment during filming projects made the process very effective. She also supported me a lot during my early days at work"



WHAT AM I LOOKING FOR IN MY NEXT ROLE?

(8) —

- Gained strong experience as a full-stack marketer with full ownership of campaigns.
- Previous roles have helped me develop professionally, and now I'm looking to build on that by taking ownership of larger projects and contributing more strategically.
- Looking for long-term alignment, stability, and a strong team culture where I can continue learning from experienced colleagues.
- Interested in working in a growing organisation and industry where I can be challenged and continue developing my skills.

WHY SHOULD YOU CHOOSE ME?

1. ADAPTABILITY

I've moved countries, industries, and teams, quickly understood each environment, and delivered results.

2. OWNERSHIP

I take initiative, fix gaps, and make sure things run smoothly rather than just completing tasks.

3. CONTINUOUS GROWTH

I push myself to learn and improve, so I bring energy and fresh ideas, not just experience.



LET'S CONNECT!

— (10)

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WEBSITE

🌐 Coming Soon...

LINKEDIN

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**THANK
YOU.**



Thank you for seeing my
presentation!
Please feel free to contact
me for any additional
information.

**CREATIVE
GREETINGS.**