

NISA ROSHNI TAJ

 nisataj99@gmail.com |  +44 7443763656 |  [Video CV](#) |  [linkedin.com/in/nisataj/](https://www.linkedin.com/in/nisataj/) |  [Recommendations](#) |  Leeds, UK (Ready to relocate)

PROFILE

Hands-on marketer with 3+ years' experience delivering high standard, end-to-end campaigns across digital, content, PR, communications, events, social media and stakeholder coordination within fast-paced, technical environments. Known for taking ownership, staying methodically organised under pressure, and turning complex information into clear, engaging messages for different audiences. Brings a strong mix of creativity and commercial awareness, grounded in real customer understanding gained through sales experience. Adaptable, reliable, and comfortable wearing multiple hats to ensure work is delivered properly and on time, fuelled with a genuine curiosity and unwavering commitment to excel in every endeavour pursued.

SKILLS

Campaign & Content Strategy | SEO (Yoast, Ahrefs, SEMrush) | GA4 | Google Ads | Jasper.ai | Data Analysis & Reporting (Excel) | Monday.com | CRM (Hubspot) | Market Research | PR | Copywriting & Proofreading | WordPress (UX Awareness & Basic HTML) | Meta Business Suite | Mail Chimp | Adobe Creative Suite (Photoshop, PremierePro, Indesign, Illustrator) & Canva | Photography (DSLR, Gimbal, GoPro & Drone Videography) | Vendor Management | Stakeholder Communication | Sales | Influencer Marketing | Event Management | Budget Tracking | Microsoft Office Suite

WORK EXPERIENCE

Wilson Power Solutions

Leeds, United Kingdom

Marketing Executive

2026 - Present

- Own day-to-day social media across LinkedIn and YouTube, planning, writing and producing content across projects, products, people, sector themes and tradeshow.
- Write project case studies and product content across BESS, renewables, flexible generation, PET recycling and transformer projects, working with engineers, project managers and sales to gather and verify technical detail before publishing.
- Built a prioritised backlog of unpublished projects to bring content coverage in line across the website, LinkedIn and YouTube.
- Build the website knowledge hub by researching and writing technical articles, publishing new topics on a fixed schedule to grow organic search visibility.
- Manage the company WordPress site end to end, covering on-page SEO, UX and accuracy, working from a prioritised log of fixes and improvements.
- Set up and run paid search and analytics, linking GA4 to Search Console and Google Ads, defining events, and testing high-intent keyword campaigns measured on cost per enquiry.
- Produce video in-house from concept to cut, including the 80th anniversary campaign social series, screenplays for videos and the campaign landing page design, plus site, shop-floor and staff content, reducing reliance on external production.
- Write award entries and press releases, building media relationships to secure trade coverage and organic backlinks; three national award entries submitted in the first three months (Family Business of the Year, Female Business Leader, CEO of the Year), all shortlisted and one won.
- Run a structured email marketing schedule of monthly e-shots on products, major project updates and sector focuses, with a quarterly external newsletter wrap-up.
- Built and track a company-wide event calendar covering scoping, logistics, stand arrangements, digital activity and packing lists across all annual events, standardising deadlines and post-event follow-up, plus CPD presentations, charity and community initiatives.
- Create sales and marketing collateral including sector e-brochures for education, healthcare, water and renewables, leaflets, product catalogues, photography and technical documentation to support the sales team.
- Manage internal communications and the staff newsletter, covering company milestones, compliance updates and achievements to keep employees informed across sites.
- Manage agency and supplier relationships with budget tracking and negotiation, and administer UK and EU trademark registrations; report monthly on website, social and paid performance with quarterly summaries and reviews.

Collett and Sons Ltd

Halifax, United Kingdom

Marketing Executive

2024 - 2026

- Performed site visits to document projects using photography equipment (DSLR, GoPro, gimbal, drone) and created engaging multimedia content with Adobe Creative Suite to support campaigns and brand storytelling.
- Managed the company WordPress website, optimising keywords, meta titles, descriptions, heading structure, links, and images (Yoast SEO), troubleshooting issues, improving UX, and monitoring web performance (GA4), increasing organic traffic by 30% and CTR by 18%.
- Wrote web blogs, press releases, award submissions, social posts, and newsletters aligned with the brand voice, and planned content and social calendars to maximise industry media exposure (average 10+ mentions), reach, and engagement.

- Conducted SEO analysis and technical audits using Ahrefs and SEMrush, tracking backlinks, rankings, and opportunities to inform strategy, improving targeted keyword rankings by 20% in six months.
- Optimised Google Ads campaigns through audience targeting, keyword refinement and copy testing, reducing CPC by 22% and increasing CTR by 35%.
- Analysed social media performance using Meta and platform insights, preparing periodic reports for senior management to guide future strategy, growing followers by 33% (mostly organic).
- Organised internal and external events (exhibitions, awards, charity runs, photo competitions), managing bookings, builders, design, logistics, vendors, and participation to enhance brand visibility and reputation.
- Designed company merchandise (business cards, brochures, promotional items, flyers, workwear) from proof approval to procurement, including budgeting and supplier negotiation, reducing costs by 15%.
- Produced internal newsletters highlighting company milestones, compliance updates, and achievements to keep staff informed and engaged, increasing staff open rates by 40%.
- Supported lead and client follow-up strategies through CRM software and email marketing (Mailchimp) to nurture customer relationships.
- Collaborated cross-functionally with Sales, Project Managers, and Engineers to gather project information, curating a project information sheet to improve processes and ensure alignment with business objectives.
- Designed and coordinated paid ads on industry magazine and news sites, selecting suitable publications, assessing budget fit, booking ad space, and producing artwork to publication guidelines for regular sponsored and opportunistic placements, resulting in consistent brand presence and improved enquiry quality.
- Led sponsorship activity end to end with multiple industry figures, developing PR stories, blogs and social content, planning promotional activities, and designing sponsored assets (eg: branded apparel) to maximise brand exposure and value.
- Nominated as Sales & Marketing representative on the Health & Safety Committee, tracking improvements and contributing to plans that support the compliance department.

Freelance

Leeds, United Kingdom

Social Media Manager

2022 - Present

- Developed marketing strategies for a designer boutique client, including market research and launch of two new targeted product campaigns, resulting in a 40% increase in brand awareness and a 20% boost in sales revenue.
- Created a WordPress website for a real estate business with regular listing updates, aiming to contribute to digital presence and lead generation resulting in a 20% boost in online customer acquisition within three months and Implemented targeted email marketing campaigns, achieving a significant increase in click-through rates.
- Scheduled and analysed personal social media content on Instagram, resulting in a 150% increase in follower count and 50% increase in engagement over the year.

NearFi App (Government backed start-up)

Hyderabad, India

Digital Marketing Assistant

2021 - 2022

- Managed social media channels and optimised Facebook and Instagram paid campaigns, including retargeting strategies on Google Ads, driving a 40% growth in followers and a 35% increase in app installs.
- Built NearFi's distinct brand identity from scratch, defining brand personality, tone and tagline, increasing brand awareness by 30% and better recall within the target audience.
- Planned and executed influencer (affiliate) marketing and negotiated sponsorship collaborations with brands and events, working closely with the founder to deliver viral content, contributing to a 15% uplift in app installs.
- Supported UI/UX enhancements, new app use-cases and gamification features, improving monthly active users 25% and better retention.

EDUCATION

University of Leeds

Leeds, United Kingdom

MSc in International Marketing Management

2022 - 2023

Relevant Modules: • Marketing Communications • Marketing strategy • Marketing Research • Marketing with AI

Great Lakes Executive Learning

Hyderabad, India

PG Diploma in Strategic Digital Marketing ([eportfolio Link](#))

2021 - 2022

Relevant Modules: • Web Analytics • Campaign Management • Content Marketing • Email Marketing • Paid Marketing • SEO

Amity University

Hyderabad, India

Bachelor in Business Administration

2017 - 2020

Relevant Modules: • Marketing Management • Brand Management • Analytical Skill building • Business communication

CERTIFICATIONS

- **SEO Certification** - HubSpot Academy, 2025
- **Content Marketing & SEO** - SEMrush Academy, 2025

- **Level 4 Diploma in Advanced Digital Marketing** - *Training Qualifications UK, 2024*
- **Mailchimp Academy Certification** - *Mailchimp, 2024*
- **Google Analytics (Universal Analytics)** - *Google Skillshop, 2020*
- **Google Ads Certification (Search, Display, Video)** - *Google Skillshop, 2020*

ADDITIONAL INFORMATION

Interests: • Swimming • Creating travel and lifestyle content on social media • Reviewing new Cafes and restaurants • Managed a customised fashion page on Instagram.

Achievements: • Elected as a program representative at University of Leeds (2023) • Course topper in Marketing Fundamentals and Digital Marketing Framework modules (2022) signifying dedication and enthusiasm.

Other: • Full UK Driving License & Own Car • Available to start ASAP (Flexible with working pattern) • Willing to relocate.