



Niloofar Kohan

Professional summary

Accomplished Digital Marketing Specialist adept at crafting and managing diverse marketing campaigns including those on Google and Facebook PPC.

Proficient in creating engaging, SEO-optimised content for various platforms and generating compelling visual content for channels such as banner ads, websites, leaflets, and posters.

Skilled in leveraging social media strategies for brand promotion and user engagement.

Efficient in analysing performance metrics to optimise campaigns and staying abreast with the latest digital trends. Committed to contributing innovative ideas to strengthen overall marketing and branding initiatives.

Get in touch!

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Work Experience

Business Growth and Brand Awareness **Boom Community Bank | August 2019 - Present**

Summary: Focusing on enhancing brand visibility and driving website traffic through strategic marketing initiatives.

Key Duties:

- Optimised search engine visibility to improve online presence.
- Designed all marketing materials, both online and offline.
- Crafted accessible and relevant blog content.
- Skilled in monitoring data and analytics, with the ability to derive actionable insights for strategy refinement.
- Ran PPC campaigns to drive targeted traffic.

FREELANCE PHOTOGRAPHER **2008 - 2019**

Skilled in capturing unique, emotive images, working closely with clients to meet their vision, and proficient in photo editing for polished results.

View my portfolio

www.nilookohan.com



Skills

- SEO
- PPC
- Social Media
- Data Analytics
- Content Creation
- Graphic Design
- Photography
- Photoshop
- Video Editing
- Email marketing

Qualifications

California Institute of Advertising, Communications & Marketing (CIACM)
Marketing Qualification (MMQ)

Google Digital Garage
Fundamentals of digital marketing

Creative Process
Certificate of Completion | Diploma in digital skills

John More Liverpool University
Bachelor | Fine art and documentary photography