

NILOOFAR KOHAN

Marketing Executive

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Portfolio: nilookohan.com/portfolio — see my campaigns, content and design work

PROFILE

Marketing executive with experience across email, content, paid media, brand and digital campaigns, and a strong eye for design. I've grown e-commerce sales fourfold in under a year, run email programmes end to end, and built brand voices that people actually connect with. I use AI tools daily to work faster and smarter, without losing the human bit.

EXPERIENCE

Marketing Executive · needi

Nov 2025 – Present

Corporate gifting platform championing independent UK makers

- **Own email marketing strategy and performance** — manage the agency relationship and use attribution modelling to guide where budget goes.
- Write LinkedIn, blog and brand content in a consistent voice that champions small businesses and independent makers.
- Design infographics, social posts, event collateral and brochures in Canva, within a defined brand palette.
- Plan and report on multi-channel campaigns, adapting activity based on what the data and the audience are telling us.
- Work directly with the CEO and leadership team to keep marketing aligned with commercial goals.

Marketing Manager · PcGlobe Ltd

Oct 2024 – Nov 2025

Two e-commerce brands — sole marketer across content, SEO, paid and campaigns

- **Grew sales fourfold in nine months** through a combined content, SEO and paid media strategy.
- Delivered a major uplift in organic traffic through on-page SEO, better site aesthetics and well-targeted Google Ads.
- Managed Google Ads and Meta campaigns day to day, optimising spend, ROAS and creative performance.
- Ran WooCommerce product pages and homepage content to improve conversion; built and optimised Amazon listings with keyword research.
- Created all marketing assets in Canva and Photoshop — banners, social content and product imagery.

Marketing Executive, Business Growth & Brand Awareness · Boom Community Bank

Jul 2019 – Jul 2024

Community bank — five years across brand, content and digital

- Produced blog content and managed email campaigns end to end, from planning to send to reporting.
- Ran PPC activity to bring in targeted traffic and support member acquisition.
- Maintained and updated the WordPress site using page builder tools.
- Built strong relationships with external partners and contributed to board-level reporting.

Freelance Photographer · Self-employed

2008 – 2019

- Built a portfolio across portrait, lifestyle and editorial photography — the visual training that still shapes my marketing work today. Selected work at nilookohan.com/portfolio.

SKILLS

- **Marketing:** content creation, email marketing, campaign strategy, SEO, PPC, social media, copywriting, brand voice
- **Design & creative:** Canva, Adobe Photoshop, graphic design, photography, video editing, visual storytelling
- **Tools & platforms:** Zoho CRM, WordPress, WooCommerce, Google Ads, Meta Ads, Google Analytics (GA4), Amazon Seller Central, Wix
- **AI & productivity:** daily user of Claude and ChatGPT for content, research, analysis and creative workflows — including AI search / AI-visibility thinking in SEO

EDUCATION & CERTIFICATIONS

BA (Hons) Photography — Liverpool John Moores University

2005 – 2008

- Email Marketing — HubSpot Academy
- Fundamentals of Digital Marketing — Google Digital Garage
- Marketing Qualification (MMQ) — Advertising, Communications & Marketing