



Jakir Miah

41 Brook Rd, Bristol, BS5 7FS

Mobile: 07516500205

Email: jaxmiah@gmail.com Web: jaxdigital.co.uk

About Me

I am an accomplished digital content and marketing manager with an IT Management for Business degree and over 7+ years of experience in digital banking and financial services. I have spent the past 2.5+ years focusing on consumer marketing and championing the needs of the customer.

In my role as a digital marketing professional, I have managed and implemented content and SEO strategies for a range of high-profile clients, including TSB, RBS, NatWest, and Imperial Tobacco, as well as numerous small and medium-sized businesses in Bristol and London. My expertise in managing these campaigns has earned me a reputation as a skilled SME Digital marketing specialist.

Technical Skills

Content management systems (CMS):

- Ektron
- Teamsite
- Oracle
- WordPress
- Drupal
- Adobe Experience Manager (AEM)
- Contentful V2&v3
- Programing languages: HTML and CSS

Digital Marketing tools:

- Screaming frog
- Google search console (GSC)
- Google Analytics (UA & GA4)
- Moz
- Semrush
- Ahrefs
- Mail chimp
- Crownpeak DQM
- Adobe Analytics

Social Media tools:

- Hootsuite & Buffer
- Google business
- Meta suite

Education

- University of West of England, Bristol
- BSC Hons ITMB [2010-2013] [Grade 2.1]
- National Diploma IT practitioners [2008-2010] [Distinction] City of Bristol College

Employment History

Imperial Brands - Website content and SEO manager [Nov 2021 –Present]

Responsibilities and achievements gained:

- Implementing, and updating content and SEO strategies to improve traffic and revenue by 30% to blu.com
- Reporting to the head of Digital and digital marketing director
- Collaborated with Local and global SEO agency
- Supervised the content and SEO strategy for the launch of rizla.co.uk (collab with the external agency)
- Lead and delivered the CMS platform migration and lead in the launch of blu 2.0 online

Director of Miah's IT consultancy LTD [Oct 2020 – Oct 2021]

Contracted with **Imperial brands** as **Website content and SEO manager**

Responsibilities and achievements gained:

- Creating and implementing new content and landing pages for blu.com/en/GB
- Created a new dashboard to monitor SEO activities (collab with local and global SEO agencies)
- Optimised landing pages, banners, and copy; created new pages to improve conversion by 10% for Zone x UK (Oral nicotine product)
- Improving page ranking on blu.com/en-gb by increasing engagement, traffic, and sessions by 25% in the first year

Jax Digital LTD - Web Content Manager [Aug 2019 – Oct 2020]

Freelancing and helping SMEs on creating websites and doing social media campaigns. May-Oct 2020.

Contracted for **Royal Bank of Scotland Group (RBS) / NatWest Group** - End of contract 29 May 2020 Freelancer

Responsibilities and achievements gained:

- Clean-up project – working with stakeholders to create a new navigation and restructure for the public business website for RBS and NatWest
- Responsive build – successfully created over 400 newly built responsive pages for RBS and NatWest business
- Working in an Agile environment
- Business as usual work across RBS, NatWest, Ulster Bank Northern Ireland & Republic of Ireland

Interpersonal Skills

Work

Photoshop ***
 CMS *****
 Adobe *****
 Google Analytics *****
 Office 365 *****

Hobbies

Playing football – regular 7 aside

Manchester United member

Cycling

Reading

Foodie

Freelancer Digital Marketer for SMEs [Dec 2018 – Aug 2019]

Responsibilities and achievements gained:

- Maintain and monitor social media channels and campaigns for local businesses to achieve their marketing goals.
- Responsible for developing paid digital marketing activities such as Google Ads, re-marketing, and social media ads. As a result, I was able to get businesses to sign up for my subscriptions

Computershare - Communications specialist [Jun 2018 – Oct 2018]

Responsibilities and achievements gained:

- Generated several web updates, including client brochures, stock prices, and company share plan portfolio that increased awareness and web traffic for the client
- Compiled share incentive plans, vested share accounts, share save, and PRA statements for major clients such as HSBC, Standard Chartered bank, Royal Dutch Shell, and Rolls-Royce, just to name a few. Achieving 100% accuracy for each communication sent to the client
- Influenced a great relationship with internal and external clients to meet deadlines and complete ongoing projects

TSB Bank - Digital Content Editor, [Sep 2014 – Jun 2018]

Responsibilities and achievements gained:

- Migrated and redesigned the tsb.co.uk website twice (creating 200 web pages for business and insurance products)
- Implemented over 3000+ change/work requests for tsb.co.uk for the public and secure site
- Integrated on-site marketing content by executing blog edits, rate changes, new releases, and other internet banking changes to increase the use of digital services and product sales by 10-15% each year
- Transforming mobile banking, fraud prevention, insurance, and business pages - gaining new customers on the website by 0.10%
- Trained new members of the team with the release of new CMS platforms that led to increased productivity

Awards and certification

Digital Marketing Diploma – CPD certified. April 2016 & November 2018

Linkedin courses:

*Social Media Marketing: ROI 2020

*Advanced Google Ads 2020

*Communicating with Confidence 2018

*Content Marketing Foundations 2017,2020

*Marketing tools: digital marketing 2020

*Learning to be assertive 2020

Business Financial Analyst - Bristol City Council, [Dec 2013 - Jul 2014]

Responsibilities and achievements gained:

- Investigated the financial aspects of budgets, and expenditures and maximized a price strategy that was put in place forecasting the year saving of circa 2.3 million and predicted a total of 8 million in income for parking services for 2014-2015
- Constructed quarterly forecasting and monthly financial reviews internally and externally and met company objectives for the year
- Analysed usage patterns to understand ways in which customers used on-street car park machines within the council. Developed the mapping of the residential parking services in Clifton, Redland, Easton, and St Phillips, increasing higher sales for the business
- Established key stakeholder engagement collaborating with enforcement officers, business analysts, and the director to meet the forecasts and inquiries during my time there

Business Content and Social Media Manager - Empire of India, [Jun 2011 - Dec 2015]

Responsibilities and achievements gained:

- Launched www.empireofindia.com streamlined the social hub online through Google+, Twitter, Facebook; Allowing the business to stay on top of the competition
- Operated PPC and CPC and other campaigns to promote the business online to reach targets of £6-10000 total income per week for the business
- ATL and BTL: Designed the menu, leaflets, posters, business cards, and other promotions offers for the business
- Search engine optimised to make the restaurant become the top searched Indian restaurant within the Keynsham