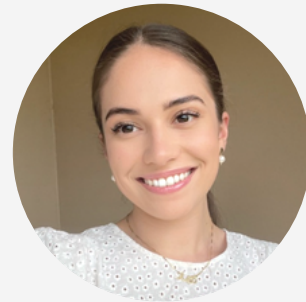


ZOUHAR EVANS

MARKETING



PROFILE

As a creative, analytical, and ambitious professional, I possess a talent for thinking outside the box and generating innovative ideas. With a solid background in the fashion and marketing industry spanning five years, I have honed my eye for detail. My most valuable skill lies in coordinating, planning, and managing projects, while providing creative direction to deliver strategic visions for clients.

+353 85 109 6622

zouhar2015@gmail.com

Dublin

www.zouharevansportfolio.com

SKILLS

- Design Thinking
- Problem-Solving
- Adobe Suite
- Presentation skills
- Multitasking
- Organisation
- Attention to detail
- Project Management
- Strong Communication
- Negotiation

EDUCATION

BA FASHION

FEDISA - Cape Town

2016 - 2018

HIGHER CERTIFICATE

Marketing
Public Relations
Brand Management

UCT

2021

EXPERIENCE

DIGITAL CONTENT SPECIALIST

Outset Agency (Dublin)

2023 - Present

- Develop and plan social media content strategies for the clients.
- Conceptualise, create & produce engaging short-form video (Reels, TikTok Stories), other visual content.
- Create engaging social copy and publish content through the most appropriate channels
- Analyse community and market trends to inform strategic planning and creative output
- On bigger content projects, working alongside internal teams and external suppliers
- Liaising with the Digital, Innovation and Client Services teams on all aspects of client's creative output

ACCOUNT MANAGER

MOOD Creative Agency (Cape Town)

2022 - 2023

- Conceptualise creative solutions for PR events, press drops, and social media campaigns.
- Conduct ongoing research on trends, content, influencers, and below-the-line marketing activities.
- Social media account management (Facebook, Instagram & TikTok) Content creation & content strategy
- Brief, coordinate and oversee content shoots with suppliers, photographers, content creators, videographers and catering, locations, shot lists, and timelines.
- Handle influencer management and campaigns.
- Manage campaign budgets, expense tracking, and cost management.

ACCOUNTS:

H&M, Poetry, Payflex, Phytoceutics (Health brand), Cotton On Kids, Suprè, Factorie, The Finishing Store, Bash (TFG online shopping platform) and Smith House of Tea.

CREATIVE, E-COMMERCE & MARKETING MANAGER (part-time)

IvyandLula (Cape Town)

2022 - 2023

- Content Creation & Social Media Management (Facebook, Instagram & TikTok)
- E-commerce Management & Email Marketing (Photoshop, Mail Chimp & Canva)
- Campaign Management, Creative Strategy, and Influencer Management
- Photoshoot Creative Direction & Coordination + Marketing Budget Management

CREATIVE, E-COMMERCE & MARKETING MANAGER

jangi (Cape Town)

2021 - 2022

- Social Media Management for Facebook, Instagram, and LinkedIn
- E-commerce Website and Email Marketing creation + management (Photoshop, Illustrator, Mail Chimp & Canva)
- Branding, Project Management, Creative Strategy, and Influencer Management
- Creative Direction for Photoshoots & Marketing Budget Management

FASHION BUSINESS OWNER

Zouhar Designs (Cape Town)

2019 - 2021

- Garment Production: Making + Oversight (Patterns, Samples, and Stock)
- Fabric and Trimmings Sourcing
- Photoshoot Planning and Supervision
- E-commerce Store Management and Social Media Content Creation