

# Tian Nel

Senior Marketing Manager

I am a results-driven Marketing Manager with over eight years of experience crafting impactful digital strategies across major platforms. As both a Creative Team Lead and Digital Marketing Manager, I blend expertise in design, analytics, and communication to drive brand growth and deliver measurable results. Skilled in data-driven campaigns, social media advertising, and content marketing, I excel at optimising performance while fostering strong relationships with clients and teams. Adaptable and solution-oriented, I thrive under pressure, balancing creativity with a strategic focus to achieve success.



DOWNLOAD PDF

WORKING STYLE

## Skills and Experience

Technical skills & Software tools

→ Meta

→ Instagram

→ X

→ LinkedIn

→ Mailchimp

→ WordPress

→ Shopify

→ Wix

Professional skills

→ Strategic Marketing Skills

→ Social Media Strategy & Execution

→ Project Management

→ Brand Strategy & Brand Development

→ Content Marketing Strategy

→ Paid Media Advertising

→ Campaign Budget Management

Industry Experience

→ Advertising & Marketing

→ Art & Design

→ Business Management & Consulting

→ Coaching & Education

→ Charities & Social Services

→ Electronics & Technology

→ Entertainment & Event Management

→ Fashion & Beauty

→ FMCG, Retail & Consumer Goods

→ Healthcare, Medical, Health & Wellness

→ Legal & Law

→ Leisure & Recreation

→ Pet & Animals

→ Property

→ Transportation

→ Travel & Tourism

## Work Experience

Jun 2020 - Current

Senior Marketing Manager

Outsourcery

→ Lead the creative team, overseeing content, design, SEO, and email marketing to deliver cohesive campaigns.

→ Develop and implement digital marketing strategies tailored to client objectives, ensuring alignment with business goals.

→ Manage client accounts and team operations, fostering collaboration and ensuring projects are delivered on time.

→ Oversee community management, driving consistent engagement and growing online audiences.

→ Produce detailed weekly and monthly reports, analysing performance and providing actionable insights to improve campaign outcomes.

→ Deliver high-quality design work that strengthens brand identity and maximises campaign effectiveness.

→ Successful project management of various tasks with tight deadlines that highlight adaptability / resourcefulness (once-off tasks, website design & build, video editing etc.)

Highlights:

→ **Property Developer (Scotland):** Developed brand guidelines, conducted competitor research, created a paid ads proposal, and designed a social media plan to showcase properties and local lifestyles.

→ **Mortgage Lender (UK):** Delivered brand guidelines, competitor reviews, and blogs focusing on UK mortgages and insurance. Also contributed to web work.

Jun 2017 - Jun 2020

Social Media Manager

Webwiser.io

→ Managed social media campaigns for local and international SMEs across food & beverage, education, office space, fashion, and maintenance industries.

→ Developed and implemented digital marketing strategies to drive brand awareness and engagement.

→ Created engaging content and copy for various social media platforms, tailored to each industry and audience.

→ Led account management efforts, building strong client relationships and ensuring satisfaction.

→ Executed paid social media advertising campaigns, optimising for maximum ROI and engagement.


→ Analysed performance metrics and provided actionable insights through detailed reporting.

→ Fostered community engagement, responding to inquiries and maintaining a positive brand presence.

→ Collaborated with teams to align social media efforts with broader business goals and strategies.

→ Led various campaigns (Black Friday/Seasonal/Event) that boosted client sales by up to 150%.

## Education & Certifications




Diploma in Sound Engineering

Cape Audio College

## Client Reviews

Michael Wylie-Harris

5 STARS! Great experience working with Tian and the team. Really strong design work, reliable and good turnaround times! Collaborative, great attitude and work ethic.

 Outsourcery™

GDPR

Google

★★★★★

EXCELLENT CUSTOMER RATING

IARSP

Certified

ico.

INCORPORATED COMPANY NO 10784

Contact us

✉ hello@outsourcery.uk

📞 0800 086 8998

📠 020 3103 0161

in

▶

Resources

Refer and earn

Outsourcery guide


Join our team

FAQs

Privacy policy

Cookie policy

Terms and conditions

 Copyright © 2025, Outsourcery. All rights reserved.

visa

mc

stripe

Designed and Built by Outsourcery