

Sara Karnib

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EDUCATION

Coventry University London Campus

Sept 2015- Sept 2016

MSc International Fashion Marketing (Distinction)

- Modules: International Fashion Marketing, Fashion Branding, Trend Forecasting, Fashion Buying and Merchandising
- Dissertation: Market strategy on [Milliner x Artesian] London Hat Week exhibition (Distinction)

Lebanese American University, Beirut

Sept 2011- June 2015

BSc Business of Marketing

- Modules: International Marketing, Marketing Strategy, Marketing Research, Sales Management, Consumer Behaviour

PROFESSIONAL EXPERIENCE

Founder - Africanas (*Start-up Footwear Brand*)

Nov 2019- Present

- Rebranded and repositioned mass market local slippers to premium footwear contributing to wildlife conservation in Zambia
- Upgraded product quality and Partnered with WWF Zambia and Game Rangers International
- Successful launch at Zambian Art and Design Show
- Stocked in various boutiques and growing

Marketing Assistant - Living Concept (*Start-up furniture retailer*)

Jan 2018 – Present

- Created and implemented social media strategy, including influencer marketing strategies to build brand awareness
- Launched social media accounts (Facebook and Instagram), generating 1.7K page likes through sponsored ads in one month
- Developed brand strategy including market research, competitor analysis and defined target consumers; Presented to CEO with immediate approval
- Compiled end of month sales reports, highlighting product performance, shortlisted best/least sellers, identified key challenges and areas of opportunities in order to better target consumers
- Proposed and implemented customer comment card initiative, regularly analysing and benchmarking customer satisfaction with products and brand

Marketing Consultant - Ogilvy & Mather, Zambia (*Advertising agency*)

March 2017 – June 2017

- Led market and competitor research of the Agrochemical sector in Zambia to introduce client into market
- Conducted field interviews to capture consumer perceptions of client repositioning, contributing to 20% increase in sales of client product after first month of brand relaunch
- Facilitated The Journey of Water Campaign - educating Zambians on the process of water to taps; worked alongside production and design teams to develop 5 minute documentary that captured client's vision
- Compiled end of campaign strategy reports measuring KPIs and recommending areas for improvement
- Collaborated with design and digital teams to meet client production needs including social media content, digital, out of home ads, and logo designs; 90% of deliverables completed on time with high client satisfaction

Volunteer Administrator - JSC Footsteps, Zambia (*Start-up NGO*)

Jan 2017- Feb 2017

- Led team of four to prepare and serve weekly lunches at selected government schools
- Arranged and distributed school packs to 30 sponsored students in multiple government schools over a **semester**

Field Sales Representative, Befok Brands Ltd, London (*Start-up in FMCG sector*)

Oct 2016- Nov 2016

- Pitched expansion initiative to Stock Newington Brand Manager leading to expansion of product into an additional Whole Foods branches across London
- Led field sales sampling of lead beverage product in Whole Foods, Selfridges and As Nature Intended stores, capturing 30% of product monthly sales through promotion initiative in Selfridges

ADDITIONAL INFORMATION

IT: Proficient use of MS Office

Marketing tools: Google Analytics, Facebook, Mail Chimp, Canva,

Languages: English (Native) Arabic (Fluent),

Courses and Certificates: Social Media Specialization (Coursera, August 2018), PwC Data Presentation Skills (March -May2019)

