

NADEIGE PYNDIAH

www.nadeigepyndiah.com

CONTACT

nadeigepyndiah@hotmail.com
07814 443 281

SKILLS

Indesign
Illustrator
Photoshop
Zmags
Magento
HTML / CSS
Google Analytics
Microsoft Dynamics Nav
Excel
Zendesk
Cloudinary
Computer literate on Mac & PC

EDUCATION

2009-2010

South Gloucestershire &
Stroud College
Level 2 Diploma in Carpentry
- Distinction.

2004-2006

University of the West of England
BA (Hons) Fashion & Textiles - 2:1

2001-2002

Falmouth University
Art Foundation - Merit

1993 - 2001

Clifton College

REFERENCES

Alexandra Neilan

Co-Founder, Nutritionist at
Health is Wealth
alexandra@healthiswealthgroup.
com

David Kohn

Customer & eCommerce
Director at Heal's,
d.kohn@sky.com

Having spent 10 years within e-commerce and the digital marketing industry in London, I have a deep understanding of how to translate clients ideals and communicate that to the consumer. Predominantly working with luxury brands, I take a customer-centric approach to all areas of work, with the utmost attention to detail.

Now, as a free-lancer I have been able to focus on improving performance for small businesses across a breadth of areas, delving into the grit of what will drive conversion.



HEALTH IS WEALTH

London's leading corporate health and wellbeing consultancy, supporting businesses globally.

CREATIVE CONSULTANT

JAN 2021 - CURRENT

Responsibilities:

- Re-structuring and categorising the product offering whilst streamlining content through creating more compelling and decisive copy.
- Working with the co-founders to nail down their USP and target market to enhance the brand in all aspects of their client communication.
- Re-designing a 30 page presentation deck for onboarding new clients, which has generated a 50% increase in engagement.
- Creating a template presentation deck in Keynotes to allow the co-founders to create their own webinar content without losing their brand styling.
- Working along side a developer in building a template report which will automatically create client blood test analysis reports.
- Re-designing the website to reference product offering whilst encouraging page views, internal clicks around the site and most importantly to lead clients to get in touch for quotes.
- Sourcing imagery to enhance the brand and build a consistent 'look and feel'.

HEAL'S

A quintessentially British store that offers customers the best design and craftsmanship from all over the world.

DIGITAL GRAPHIC DESIGNER / WEB TRADING ASSISTANT MANAGER

AUG 2014 - APRIL 2020

Responsibilities:

- Managed two members of the merchandising team to ensure all categories were trading successfully. Overseeing product launches and facilitating solutions to complex product configurations.
- Liaised with key suppliers to understand product features to ensure they were correctly presented on the website and their USPs were communicated effectively to the customer in all marketing and collateral.
- Managed testing and optimisation schedules to drive continuous improvement to conversion through effective UI and web design.
- Worked with the digital marketing team to create content for all channels, ensuring the most compelling creative was used.

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Key achievements at Heal's:

- Successfully on-boarded new supplier to render all sofa ranges into 3D models and re-designed the sofa landing page navigation which drove an increase of 20% in page views and engagement.
- Created best-practice, SEO optimised Master Templates for content pages which are used across the site which significantly reduced time spent created new pages.
- Created new navigation of inspirational style pages with SEO visibility for key terms and subsequently had a halo effect on traffic.
- Re-designed the overall Heal's marketing template and email footer - tested on all devices and email providers.

AMBROSE

An online furniture brand start-up for 'smart living in small spaces' conceived by Heal's.

BUSINESS OPERATIONS & CUSTOMER EXPERIENCE MANAGER

JULY 2013 - AUG 2014

Responsibilities:

- Strategised the conception of the company USP and targeted customer profiling.
- Sourced products and collaborated with furniture makers to design exclusive furniture pieces harnessing the brand values.
- Designed a cushion collection utilising existing upholstery fabrics and supply chain.
- Set up system procedures for onboarding and stock line integration into the warehouse.
- Successfully launched and managed the design of a new trading website.
- Styled and coordinated lifestyle photoshoots.
- Presented the new brand to press focusing on how we have delivered on our concept and what aspects of our target market it will satisfy.

mydeco.com

Internet start-up showcasing Britain and Europe's best homeware boutiques.

CUSTOMER SERVICE MANAGER

JULY 2013 - AUG 2014

Responsibilities:

- Employed and managed two members of the customer service team ensuring efficient ticket management by creating concise macros and customer support standards.
- Negotiated and managed large orders for interior design companies.
- Controlled the QA of data scrapes from the retailers sites - liaising with developers in Ukraine.
- Reported on customer feedback to relevant departments in order to improve product descriptions / marketing content / site navigation issues.

Key achievements:

- Worked with the IT and UX team to build the SSP (Self Service Platform) which integrated orders through mydeco and the suppliers.
- Designed and created all post-purchase emails. This included setting up a triggering system within the SSP ensuring customers were informed throughout the purchasing journey.
- Onboarded the Zendesk platform to manage the Customer Support process.