

# SABINA SHAIKH

📍 London | United Kingdom 📞 07852840846 ✉️ sabina\_s@hotmail.co.uk

## PERSONAL STATEMENT

Production and creative operations specialist with an eye for detail and a passion for content strategy, workflow optimisation, and creative direction. With over 14 years' experience in content production and design, I've led global teams, streamlined workflows, and delivered high-performing campaigns across digital, print, and data-driven content. I thrive in fast-paced environments, balancing big-picture strategy with hands-on problem-solving. From managing complex projects to collaborating with top media partners, I love finding smarter, more efficient ways to make things happen. Innovation keeps me energised whether it's refining processes, mentoring teams, unlocking human potential, enhancing brand storytelling, or ensuring content strategies align with business objectives.

## WORK EXPERIENCE

### ● HEAD OF PRODUCTION | Hurst Group | London

Jul 2024 - 2025

As Head of Production at Hurst Group, I oversee the end-to-end delivery of high-quality content across national press, magazines, and digital platforms. Collaborating with some of the UK's biggest media brands, including The Daily Mail, The Times, The Sun, Metro and many more. I lead cross-functional teams, including design, editorial, and marketing, to ensure every project meets the highest standards of quality, compliance (ASA/CAP), and efficiency to meet strict deadlines. My role bridges internal teams, media owners, and clients, fostering seamless collaboration to deliver impactful campaigns that resonate and drive results.

#### Key Achievements

- Oversee daily quality control, compliance, and project delivery.
- Implemented workflow enhancements that improved performance and boosted revenue.
- Developed and executed brand advertising strategies for both digital and print platforms.
- Implemented targeted marketing strategies that drove successful campaigns and elevated brand visibility.
- Manage all production processes to ensure timely delivery of high-quality content.
- Collaboration with advertisers, media owners, and internal teams for seamless project execution.

### ● HEAD OF DIGITAL PUBLISHING | Mintel | London

Nov 2021 - Sep 2023

As the Head of Digital Publishing, I directed the production of Mintel's reports, overseeing global creative direction for the team alongside editors, copywriters, translators, and designers. Overseeing the entire content production lifecycle, from inception to completion, covering project planning, budget management, creative direction, data analysis, and team mentorship. With responsibility for more than 1000 publications annually on Mintel.com spanning diverse sectors, providing translated content for a global audience. Leveraging innovative technologies, I continuously improved our publishing processes.

#### Key Achievements

- Led team expansion, broadening content reach across APAC, Brazil, and Germany.
- Implemented workflow enhancements, contributing to improved performance and revenue.
- Lead stakeholder on new technology integrations, delivering a 50%+ reduction deliverable timelines.
- Led the initiative for creative solutions, driving 6 figure revenue increases.
- Lead stakeholder for 80+ customer facing reports published monthly.
- Offered strategic guidance, supporting sales growth and market expansion.
- Made pivotal creative decisions, ensuring project success.
- Maintained a focus on efficient processes and continuous improvement.
- Supported project approval and stakeholder communication efforts.

**DESIGN MANAGER** | Intel | London

Nov 2010 - Nov 2021

In this role, I led a global team of 14 talented graphic/motion designers. I fostered their growth through custom training programs and managed deadlines with precision through effective time management and delegation. Beyond traditional leadership, I consistently generated innovative design concepts and provided creative inspiration to the team.

**Key Achievements**

- Guided and supported a diverse team of 14 graphic/motion designers, fostering innovation and efficiency through mentorship.
- Managed project timelines, ensuring smooth progress and successful outcomes through meticulous planning and execution.
- Developed and implemented growth programs, facilitating team development and skill enhancement.
- Maintained a humble understanding of global market dynamics, facilitating timely subscription delivery.
- Directed over 400 monthly infographics in various formats for global reports, focusing on delivering impactful content.
- Collaborated with global analysts to distil complex reports into concise one-pagers, enhancing data communication.

**PROJECT MANAGER / SENIOR DESIGNER** | WebDesign UK | London

Nov 2009 - Nov 2010

In this role, I specialised in crafting custom print and online design assets, offering innovative design solutions. Meticulously managed and nurtured client portfolios, translating their visions into reality through branding, email marketing, online campaigns, and UX/UI design.

**KEY SKILLS**

**Leadership and Mentorship** • Skilled in guiding and mentoring teams to streamline workflows and develop creative strategies aligned with company objectives, fostering growth and enhancing value.

**Project Management** • Proficient in utilizing SaaS project management tools like Trello, CMS, and Jira to efficiently manage and track tasks.

**Data Visualisation** • Extensive expertise in analysing data and creating visually engaging representations to communicate insights effectively.

**Creative Direction** • Dedicated to developing and implementing innovative strategies to drive company goals, foster growth, and boost revenue.

**Time Management** • Skilled in orchestrating tasks, projects, and schedules with precision to maximize productivity and efficiencies.

**Auditing** • Experience in conducting thorough audits to uphold quality standards and ensure compliance with industry regulations and best practices.

**Process Optimisation** • Focus on enhancing efficiency, productivity, and quality through continuous process improvement initiatives.

**Software** • Experienced in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Microsoft Office applications.

**Interpersonal** • Proficient in fostering cohesive teams and adeptly navigating interpersonal dynamics to maintain a harmonious work environment.

**EDUCATION**

**Project Management Certification**  
Level 3

**BA (hon) Graphic Information Design**  
Westminster University

**A-Levels**  
English Language and Literature,  
Media Studies, Politics And Art Textiles