

SABINA SHAIKH

ABOUT ME

Throughout my 13-year journey with Mintel, I've been a driving force in the continuous evolution of our content. As an accomplished project manager and influential team leader, I've introduced innovative technologies, products, and features, contributing significantly to Mintel's growth and success.

My expertise extends beyond technology, as I've also played a pivotal role in expanding our client portfolio to include prestigious names such as Waitrose, Unilever, Nars, Media.com, Nike, Samsung, and many more. Our remarkable annual net growth of over 20 million stands as a testament to our proficiency in data analysis, creative data visualisation, and client success.

My proven track record includes successful team leadership, adherence to project deadlines, and effective budget management, even in high-pressure environments. I take pride in mentoring team members, nurturing their growth and fostering a collaborative work culture. My approach consistently centers on aligning efforts with the company's goals, thereby driving growth and directly impacting revenue and product value.

My journey at Mintel has encompassed transformative milestones, none more significant than the transformation from overseeing a compact team of four to helming a global family of over 40 skilled professionals, spanning designers, production executives, and translators. This pivotal evolution has enabled us to introduce a comprehensive platform of translated content, meticulously tailored to cater to our APAC, Brazil, and Germany markets. This initiative, closely collaborated on with freelancers and internal translators, epitomises our commitment to the meticulous adherence to Mintel's rigorous style guide. Beyond strategy, it's a heartfelt endeavor, one that has not only broadened our global reach but has also deepened our lasting impact.

EDUCATION

Degree | Graphic Information Design

Westminster University |
BA (hons)

SKILLS

- **Design** | Skilled in Adobe Creative Suite (InDesign, Illustrator, Photoshop) for creative content development.
- **Software** | Skilled in Microsoft Office (Excel, PowerPoint, Word)
- **Market Understanding** | Profound comprehension of global market dynamics and client needs, contributing to a successful business portfolio with renowned clients
- **Project Management** | Proficient in project planning, budgeting, and risk assessment, using tools like Miro and Trello, with a proven track record of meeting deadlines and managing budgets effectively, even in demanding scenarios.
- **Quality Improvement** | Able to enhance processes and products
- **Data Visualisation** | Expertise in data analysis, innovative problem-solving, and creative data visualisation techniques to enhance brand competitiveness and revenue growth.
- **Time Management** | Effective at meeting deadlines
- **Interpersonal** | Excellent teamwork and conflict resolution
- **Process Optimization** | Adept at optimising processes to improve efficiency and productivity, with a focus on quality improvement and continuous process enhancement.
- **Leadership and Mentorship** | Experienced in leading and mentoring teams, fostering professional development, and streamlining workflows.
- **Adaptability** | Skilled in developing and implementing creative strategies to align efforts with company goals, driving growth, and impacting revenue and product value positively.
- **Auditing** | Proficient in quality and compliance
- **Creative Strategy** | Developing and implementing innovative strategies

PROFESSIONAL EXPERIENCE

HEAD OF DIGITAL PUBLISHING

Mintel | London

As the Head of Digital Publishing, I serve as the driving force behind our organisation's data-driven narrative. My day-to-day responsibilities include close collaboration with global teams, analysts, and stakeholders. This involves project planning, budget management, workflow oversight, data analysis, and team mentorship. This holistic approach ensures seamless digital publishing from ideation to publication.

This role also extends to overseeing a multitude of facets within our organisation. I am responsible for all syndicated content, managing over 1000 publications annually on Mintel.com. This entails meticulous timing and execution to meet the demands of our monthly subscriptions, providing clients with insights across diverse sectors, including Technology, Beauty and Personal Care, Retail, Leisure, Food and Drink, Automotive, Finance, and Household. We also offer a range of translated content to enhance value and readership in specific regions. My proficiency in introducing and harnessing innovative technologies continually enhances our publishing capabilities.

Key Achievements

- Managed budgets and schedules to align projects with established criteria, ensuring timely delivery while enhancing brand visibility.
- Led a 40+ global team, nurturing their growth, and streamlining workflows. Introduced a CMS to boost product performance and revenue.
- Utilised strategic thinking to align departmental goals with broader business objectives.
- Excelled in project management, encompassing risk assessment. Introduced technologies like Monday.com and machine translation for optimisation.
- Enhanced departmental products through skill development and introduced translation capabilities. Innovated client offerings with a scrollable one-pager for syndicated content, elevating client engagement.

11-2021 - Present

DESIGN MANAGER

Mintel | London

In my role, I led and nurtured a team of 14 graphic designers and motion designers on a global scale, providing training and development to ensure their growth and effectiveness. My responsibilities extended to meticulous deadline management, achieved through adept time management, project planning, and efficient delegation. I demonstrated a keen understanding of business requirements, utilising static metrics to drive continuous process improvement.

My role also encompassed onboarding and development programs for both new and existing team members, fostering their professional growth. I cultivated a deep comprehension of the global market and client needs, working efficiently to guarantee the punctual delivery of subscriptions. Notably, I spearheaded the creation of over 400 monthly infographics, catering to global reports in both online and print formats. Furthermore, I collaborated closely with our global analysts to enhance data understanding and translate their reports into concise one-pager summaries through the use of infographics.

11-2010 - 11-2021

PROJECT MANAGER | SENIOR GRAPHIC DESIGNER

WebDesign | London

In this role, I specialized in crafting custom print and online design assets, providing innovative data-driven solutions for our clients. I meticulously managed client portfolios, collaborating closely with them to transform their vision into reality through branding, email marketing, the creation of online campaigns, and UX/UI design.

11-2009 - 11-2010

CONTACT

Let's connect to discuss how I can be a valuable asset to your team.



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