

Saeideh Ehteshami

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PROFILE

Dynamic, innovative, and detail-oriented team player with increasing work experience in Sales and Marketing, Customer Services, Data Analysis, Web designing, Branding Campaigns, and Marketing Research. Excellent problem-solving ability with innovative solutions, thinking out of the box, and flexibility in adapting to a dynamic environment. Ability to think analytically, interested in working with data, make data-based decisions, and work under pressure.

EDUCATION & QUALIFICATIONS

University of Liverpool - Master's degree Marketing
Merit: 69.10%

Sep 2023 to Sep 2024

University of Guilan - Bachelor's degree Business Administration

Sep 2018 to Jul 2022

GPA: 19.23/20

CERTIFICATES

Data Analytics Professional Certificate| Coursera [2022]

Google Analytics Certificate| Google [2024]

WORK EXPERIENCE

Customer Adviser – Advanced (Metering) | Full-time | United Utilities**Oct 2025 to Present**

- Deliver high-quality, helpful, and friendly service for all customer queries related to metering work
- Own customer cases from first contact to full resolution, completing all promised actions and maintaining clear communication throughout.
- Gather and update customer information to ensure accurate records and smooth processing.
- Investigate and resolve queries raised by Customers, Retailers, or internal teams, aiming for first-time resolution.
- Proactively contact customers based on their feedback or interactions with automated systems.
- Plan and monitor daily schedules of metering work, updating customers on progress and organising required follow-up actions.
- Collaborate with internal teams and field operations partners to deliver high-performing service outcomes.
- Escalate issues when the expected customer outcome is not met, ensuring fairness and high service quality.
- Maintain strong attention to detail while using systems such as Salesforce, MS Office, and internal scheduling tools.

Digital Marketing Manager | Part-time| KQSG Art Gallery**June 2025 to Nov 2025**

- Used data and audience behaviour analysis to develop effective content strategies and managed and grew the gallery's presence on Instagram, TikTok, and Facebook.

- Produced high-quality marketing content using Canva and AI tools, including promotional visuals, videos, and copywriting for digital platforms.
- Led the design and development of the gallery's website to improve user experience, optimize SEO, and support online sales and exhibition visibility.
- Conducted market research to identify and segment potential customers; leveraged insights to inform campaign strategy and audience targeting.
- Leveraged data to pinpoint and prioritize the most relevant audience segments.

Customer Advisor (Billing) | Full-time| United Utilities

Jan 2025 to Oct 2025

- Managed billing enquiries with accuracy and compliance, ensuring reliable information was recorded and updated.
- Built strong rapport with customers, clearly explaining account details and resolutions.
- Used Salesforce and Microsoft systems to retrieve, record, and update customer information efficiently.
- Worked in a fast-paced environment while maintaining service quality and meeting KPIs

Rolabotic | Part-time| Management Consultant

June 2024 to Jan 2025

- Analysed large datasets, identifying gaps and performance issues across website and social media channels.
- Built reports, dashboards, and presentations using Excel, Canva, Photoshop, and Illustrator.
- Completed professional Excel training (advanced formulas, Pivot Tables, VLOOKUP, data cleaning).
- Delivered insights to management and contributed to data-driven decision-making.

Primark | Part-time| Cash Officer

July 2024 to January 2025

- Managed daily financial data, reconciled till balances, logged discrepancies, and analysed sales reports.
- Identified patterns in voids, refunds, and till variances, contributing to internal reporting accuracy.
- Maintained detailed and secure documentation following strict audit processes.

Primark | Part-time | Retail Assistant

Nov 2023 to July 2024

- Always striving towards the best customer satisfaction.
- Providing a positive customer experience with fair, friendly, and courteous service.
- Cooperating and communicating with all other staff as a team member.

Marketing Specialist | full time| Automotive Component Company, TKPC

May 2022 to Dec 2022

- Analysed sales data, KPIs, and performance reports to identify trends, variances, and root causes of issues.
- Prepared accurate sales forecasts using historical data and contributed to data-driven decision-making.
- Managed and maintained CRM databases, ensuring clean, organised, and reliable customer data.
- Produced regular performance insights and supported leadership with ad hoc analytical reports.
- Conducted market and competitor research to identify opportunities and support strategic planning.

- Collaborated across teams to resolve operational challenges and improve service delivery.
- Strengthened technical skills in Excel, Power BI, Google Analytics, and Microsoft Office..

Voluntary Mentoring| Part-time| Vira Group

Jul 2022 to Sep 2022

- Supported students in developing business knowledge and analytical thinking.
- Delivered presentations and facilitated learning sessions.
- Completed administrative and planning tasks for tutorials.

Fitness Trainer| part-time | Gem Gym

Feb 2018 to Nov 2020

- Assessed client fitness levels and tailored exercise plans.
- Monitored progress and adapted workouts to individual needs.
- Built strong communication and motivational relationships with clients..

TECHNICAL SKILLS

- Google Analytics
- Web Designing
- Canva
- Trello
- Power BI
- Excel
- Word
- PowerPoint
- Data Visualization
- Data based Decision Making
- Salesforce
- Email Marketing
- Tableau

TRANSFERABLE SKILLS

- Communication and organization skills
- Problem-solving
- Quick Learner
- Teamwork

Awards and Honors

- Achieved the distinction of being the 1st ranked student among bachelor's degree students for four years.
- Awarded the Excellence Scholarship at the University of Liverpool Management School.

- Awarded as the best negotiation manager, at the Essential Negotiation Skills Workshop, at the University of Liverpool.

INTERESTS

- Innovative problem solving; looking at challenges as opportunities.
- Working with data.