

# Tariq Gangari

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## Personal statement

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A creative and innovative marketing graduate with over 5 years' experience of digital project management spanning across the local government, police, recruitment, non-profit and medical sectors. A track record of achieving corporate targets set and managing successful campaigns both internally and public facing. A real passion for good design, a strong attention to detail and a hunger to solve complex issues with intuitive and engaging solutions.

## Skills & Strengths

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- Excellent communication skills, both written and verbal.
- Experienced in UX development and customer journey mapping.
- Strong analytical skills to identify risks, trends and potential opportunities.
- Vastly experienced in web design, email campaigns, SEO, PPC and interrogating web data analytics.
- Proficient in numerous CMS packages including WordPress, Judo and Contensis.
- Good understanding of HTML, CSS and JavaScript.
- Strong in all Microsoft Office and Adobe packages including Adobe Photoshop.
- 15 years' experience in graphic design and copywriting for a host of print materials for numerous clients.
- Innovative with the ability to think 'outside of the box.'

## Employment History

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### Digital project manager, Hertfordshire constabulary

(January 2016 – Present)

#### Key Responsibilities:

I managed the development of three new public facing websites for the collaborated police forces of Bedfordshire police, [Cambridgeshire](#) and Hertfordshire constabularies (BCH). I introduced self-serve digital services (from concept to BAU) across the tri-force reducing telephony demand in the force control rooms and increasing operational efficiency through robust communication channel shift strategy.

I liaised with a broad spectrum of stakeholders both internally and externally to manage expectations whilst ensuring the continuation and enhancements of public services. I formulated and embedded a range of strategies including a content, communication, publication and brand guideline to ensure that services developed were and continued to remain in line with corporate strategy, legislation and public need.

Continuous user journey mapping and technology trend analysis to streamline processes where possible, improve brand perception and seek opportunities to innovate. Headed up the implementation of new online services to an otherwise dated digital channel including web chat, e-forms and online payment facilities.

#### Achievements:

- Successful delivery of three websites both on time and to budget. I was approached by the leading police force in the UK for accolades to great service.
- My work created a 5% channel shift in public communication across the three forces within 12 months and increased digital public contact by 1711% over the same period. It is estimated that this efficiency resulted in an annual saving of over £193,000 across the tri-force (2017).

**Owner, web developer and digital marketing consultant, TMG Associates Ltd**  
(August 2014 – January 2016)

**Key Responsibilities:**

Running my own digital marketing company I designed and developed websites for small and start-up businesses. We also produced creative design and copy for all promotional material including print and digital advertising campaigns and social media advertisements. We delivered innovative email campaigns aligned with key messages of our client's target audience. We designed logos, graphics and implemented intuitive SEO and PPC best practices.

**Achievements:**

- For one of our UK based clients our communication activity saw a 430% rise in client/consumer engagement and interaction during Q2 and Q3 of 2015.
- All websites were developed on time with 5 star customer satisfaction ratings with all clients.
- We successfully hit 'above industry' averages for opens and clicks for all email campaigns delivered.

**Internal communications specialist, London Borough of Harrow Council**  
(May 2015 – December 2015)

**Key Responsibilities:**

- Driving awareness of the Council's flexible working initiative through delivering paperless advertisement campaigns.
- Delivering service specific email campaigns designed to optimize maximum impact and calls to action.
- Rebranding and streamlining digital processes including overhauling sections of the intranet.
- Analysing campaign performance and writing reports for internal communications.
- Managing the public facing self-serve portal (My Harrow account) ensuring that communications were dealt with and service delivery remained consistent.

**Achievements:**

- My Harrow account activity increased by 63% in the period that I was managing user experience.
- My logo was and is currently still used widely in all print and digital campaigns for the council.
- I was approached by a neighbouring borough council to bring the same level of success to their organisation.

**Additional experience and qualifications**

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**Project management officer, London Borough of Harrow Council** (May 2014 - April 2015)

**Project officer, London Borough of Harrow Council** (April 2013 - May 2014)

**Digital marketing consultant, Medic International** (January 2013 – April 2013)

**Founder and lead organiser, iamONE.org.uk** (February 2012 – December 2012)

- APMG Change management qualification - 2018
- MSP qualification (Managing successful programmes) - 2017
- PRINCE2 qualification (Project management) - 2015
- 2:1 in BA Marketing –University of Portsmouth, UK – 2008
- 3 A-levels, Sociology, Psychology and Graphic Design - 2005
- 10 GCSEs, grade A-C, including Maths and English – 2003