

TANVIR TURJO

Promotion Manager | Social Media Manager | Digital Marketing Executive

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PROFESSIONAL PROFILE

Creative and results-driven Promotion Manager with hands-on experience in nightlife, hospitality, social media, paid campaigns, and digital promotion. Skilled in managing social media channels, planning and executing Meta paid campaigns, building marketing strategies, coordinating with promotion teams, setting up online event campaigns, and driving ticket sales through platforms such as Fatsoma and Skiddle. Experienced in promoting major club nights and music projects, managing brand visibility, producing engaging content, and supporting online and on-site promotional activity.

KEY SKILLS

- Digital Marketing Strategy
- Meta Ads Campaigns
- Promotion Strategy
- Fatsoma & Skiddle Promotion
- Brand Promotion
- Promotion Team Coordination
- UGC Content Coordination
- Creative Direction
- Instagram & Facebook Management
- Social Media Management
- Paid Campaign Planning & Execution
- Ticket Sales Promotion
- Content Planning
- Nightlife & Hospitality Marketing
- Campaign Reporting
- Online Event Setup
- Customer Engagement
- Influencer / DJ Collaboration

WORK EXPERIENCE

Promotion Manager / Marketing Executive

Horizon Club, Brighton | - Present

- Manage social media marketing activities for Horizon Club across Instagram, Facebook, and other digital channels.
- Plan and execute promotional strategies for club nights, DJ shows, beachfront parties, and special music campaigns.
- Run Meta paid advertising campaigns to increase reach, engagement, awareness, and ticket sales.
- Set up online promotional work for events, including event pages, post planning, campaign content, ticket links, and digital updates.
- Promote ticket sales through Fatsoma and Skiddle while supporting audience engagement before each campaign.
- Contact and coordinate with promotion teams, DJs, creative teams, photographers, and videographers to collect assets and align campaign activity.
- Create engaging posts, captions, stories, reels, promotional scripts, and UGC-style content ideas for nightlife audiences.
- Monitor campaign performance and adjust promotional activity to improve reach, engagement, and conversion.

Social Media Manager

Masala Lounge | October 2025- Present]

- Managed social media activity for Masala Lounge, supporting brand awareness and customer engagement across digital platforms.
- Created and scheduled posts, captions, stories, and promotional content to showcase food, offers, ambience, and customer experience.
- Supported marketing ideas for restaurant promotions, seasonal campaigns, and audience growth.
- Maintained a consistent online brand presence and helped improve visibility through creative content planning.

SELECTED PROJECTS / CAMPAIGN EXPERIENCE

Horizon Club Promotion Projects

Supported online promotion and social media activity for major Horizon Club projects including: Switch Disco, Tidy Boys, Dappy, Cream Brighton, Sounds Familiar Music, Judgement, Wildfruit, and Latino Fest Beach Party.

- Developed promotional content for club nights, DJ appearances, beachfront parties, and themed nightlife campaigns.
- Managed social sites and digital updates to keep audiences informed before, during, and after campaigns.

- Coordinated with promotion teams to align campaign assets, event details, schedules, and ticket-promotion activity.
- Planned Facebook and Instagram posts, story captions, reels ideas, and promotional scripts for campaign visibility.
- Worked with footage including DJ performances, venue entry shots, crowd videos, and seafront visuals to produce marketing materials.

TOOLS & PLATFORMS

Meta Business Suite | Facebook Ads Manager | Instagram | Facebook | Canva | CapCut | Fatsoma | Skiddle | Higgsfield AI | Google Drive | WhatsApp Business | Basic Website / Portfolio Planning | Mailchimp | Trello | Hubspot |

EDUCATION

BBA in Marketing, Independent university of Bangladesh, 2020-2024

[University Name] | [Year - Year]

MSc Digital Marketing, University of Portsmouth , [2025 - Present]

CERTIFICATIONS

- Meta Ads / Digital Marketing Certificate -
- Google Digital Garage -
- HubSpot Marketing Certificate -
- Canva Design Certificate –
- Also add the file I sent u in drive

ACHIEVEMENTS -horizon

- Supported promotion campaigns for nightlife and hospitality brands in Brighton.
- Helped promote club nights, DJ shows, beach parties, and themed campaigns through social media and ticketing platforms.
- Created engaging digital content for nightlife and restaurant audiences.
- Gained practical experience in paid advertising, promotion strategy, content creation, online campaign setup, and social media management

Key Achievements – Masala Lounge

- Managed and improved the restaurant’s social media presence across Instagram and Facebook.
- Created engaging food, offer, and restaurant atmosphere content to attract customers.
- Helped increase online visibility through consistent posting, creative captions, and promotional content.
- Supported brand awareness by highlighting food items, customer experience, offers, and restaurant ambience.
- Planned and posted social media content to promote dine-in, takeaway, and special offers.
- Improved the professional look of Masala Lounge’s social media pages through better visuals and content structure.
- Engaged with customers online by responding to comments, messages, and enquiries.
- Created promotional posts to support customer footfall and online interest.

LANGUAGES

English | Bengali

REFERENCES

Available upon request.