

hello, this is me

FAHEEM NASIR

ACIM, CHARTERED MARKETER

Marketing leader who makes the content too

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582
job applicants from a funnel built from zero

+91%
driver applicants, year on year

200k+
app installs from one go-to-market plan

10k+
YouTube subscribers, channel launched from nothing

PROFILE

I build marketing from zero for businesses where trust decides the sale, with content as the engine, and I still make the content myself. Ten years in marketing: I built the marketing function at an AI startup from pre-seed to Series A, ran social campaigns for UK government departments, and now work as a fractional Head of Marketing through my consultancy, FN&Co. Chartered Marketer.

EXPERIENCE

Founder and fractional Head of Marketing @ FN&Co Ltd

June 2023 to present

London content and marketing consultancy. Senior marketing lead for startups and owner-run businesses.

- Script, front, shoot and edit short-form video weekly for my own channels and for clients.
- Build websites: faheemnasir.com, fnandco.com and The Young Imam.
- K4 Security: covered both days of the Event Production Show with photography, video, same-day social cuts, interviews, two highlight reels and a full event film.

Sherwood T Group (SEN school transport, South London)

Business consultant and fractional Head of Marketing, July 2023 to present

- Started with no website, CRM or pipeline and built the recruitment funnel from zero: HubSpot website, all blog and SEO content, application forms and CRM.
- 582 job applicants through the website in three years. Driver applicants up 91% year on year (114 to 218).
- The drivers page alone has drawn 8,984 views and 581 form submissions.
- Built the automations with HubSpot, DocuSeal and Zapier.
- Wrote three Logistics UK Awards 2026 entries. Two were shortlisted: Public Services Operator of the Year and Logistics Leader of the Year.

Gigabit IQ (internet service provider)

Marketing consultant, April to July 2025

- Wrote all four entries shortlisted at the UK Fibre Awards 2025, including Highly Commended for Digital Inclusivity.
- Produced two YouTube films, including the crowdfunding film. Shot parts, oversaw the edit and delivered the finals.

Marketing Director (part-time) @ Louno Space

December 2022 to March 2024

Developed and ran the marketing strategy for a space education company selling to schools, teachers and parents. Set up and presented the company podcast.

Senior Social Media Manager to Head of Marketing and Brand @ Logically — July 2018 to June 2022

AI company tackling misinformation. Member of the global leadership team.

- Built the marketing function from scratch and took it from pre-seed to Series A, across the UK, US and India.
- Built an in-house team of 8, plus a contracted team of 10+ in India.
- Led the rebrand and website relaunch that moved the company from a consumer app to a business and government platform.
- Built the inbound strategy that produced 6+ B2B qualified leads a month.
- Wrote the go-to-market strategy for the consumer app and its US launch: 200k+ installs.
- Grew the company LinkedIn following to 11.5k+, and launched the Logically India YouTube channel and grew it to 10k+ subscribers.
- Spent six weeks in India during the 2019 general election: built the production team, trained the presenters and launched the YouTube series News Debate.
- Secured the CEO's place on the Forbes 30 Under 30 list: wrote the application and oversaw the profile photo.
- Produced and featured in the app trailer shown in the CEO's TED Talk, hosted by Shah Rukh Khan.
- Quoted as Logically leadership in Maddyness (2020).

Community Manager to Social Media Manager @ Zinc Network — September 2016 to July 2018

- Ran social and behaviour-change campaigns for UK government departments. Held SC clearance.
- Grew a client Facebook community from 10k to 80k.
- Took multiple client social channels from launch to regular content.

Content Editor, Guest Acquisition and Researcher @ MTA International — September 2015 to June 2016

Booked and hosted guests for the live studio show The Bigger Picture, including a UN spokesperson, MPs, an MEP and a former Secretary of State. Researched topics, wrote scripts and ran the teleprompter.

Earlier roles — 2016

Storesco (Digital Marketing Assistant), Traffickings (web content editor), Lifehack.org (writer).

BEYOND WORK

- Live presenter on Voice of Islam radio (DAB) since 2022, interviewing guests including from the United Nations.
- Published writing: articles for Logically, a LinkedIn newsletter and a marketing blog.
- Humanity First volunteer: team leader for the 2016 telethon (15 people), communications support and a project in Sierra Leone.

EDUCATION AND CERTIFICATION

- Chartered Marketer, Chartered Institute of Marketing (2026)
- MSc International Politics, SOAS University of London (2013 to 2015)
- BA History, 2:1, Kingston University (2009 to 2012)

SKILLS AND TOOLS

Marketing strategy · brand development · content and video production · team leadership · on-camera presenting

HubSpot · GA4 · Google Tag Manager · CapCut · Edits · Zapier