

QUARINA SULTANA

MAKING DIGITAL HUMAN — STRATEGY, LEADERSHIP, RESULTS

Digital Strategist | Freelance & FTC

KEY SERVICES

01

Brand & Launch Strategy — turning ideas into identities that inspire loyalty (and sales).

02

Digital Transformation — aligning people, process, and platforms for long-term growth.

03

Content & SEO — drawing audiences in and keeping them talking.

04

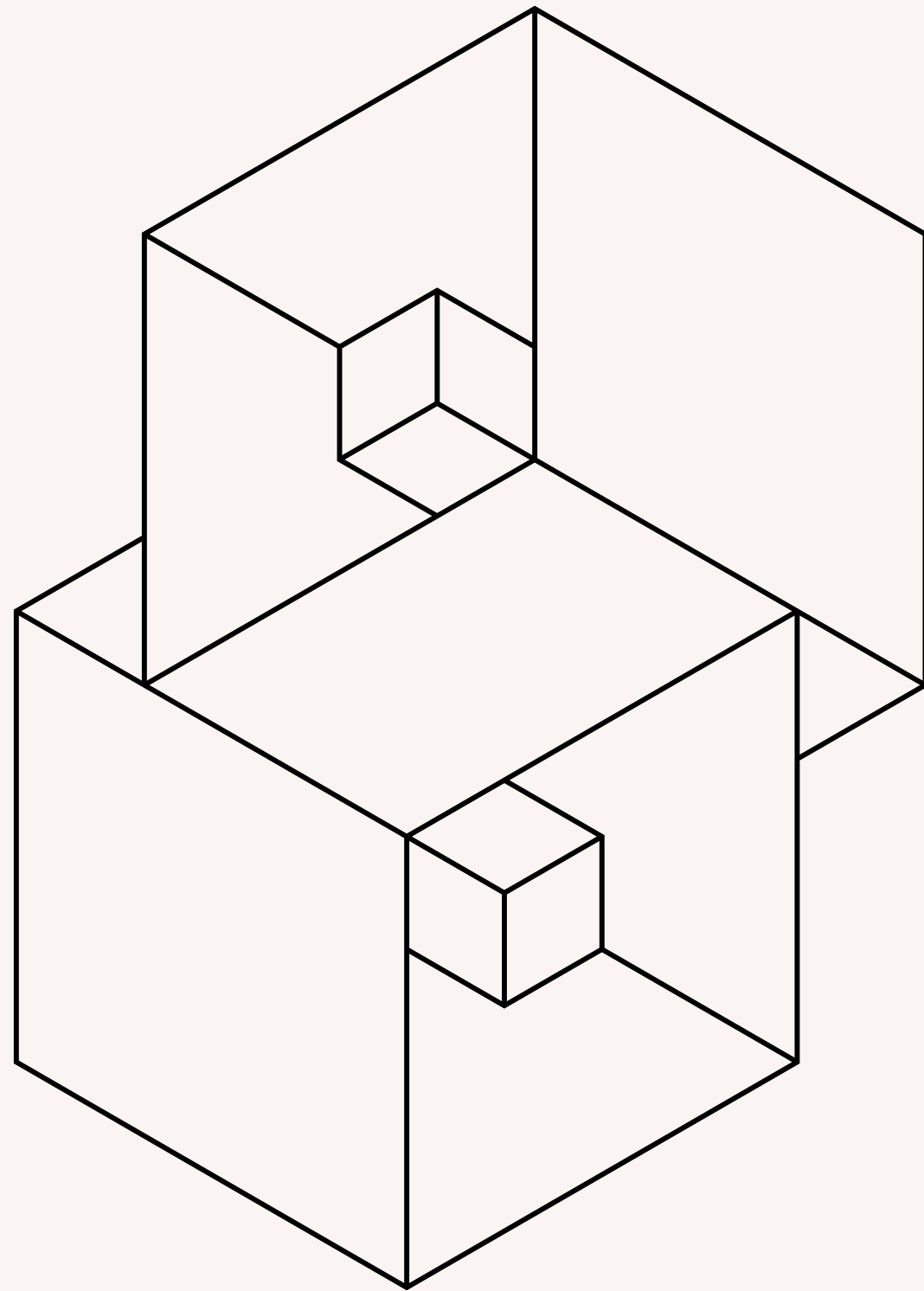
Customer Experience & Interaction — making every interaction feel personal, even at scale.

05

Community & Supporter Engagement — deepening trust and advocacy, whether that's customers, clients, or donors.

06

Social Media — enhancing your social media channels to reach a wider range of audiences



SKILLS SNAPSHOT

- Digital strategy & leadership
- AI & innovation governance
- Accessibility & inclusive design
- UX/UI & customer journey optimisation
- Performance marketing & MarTech
- Crisis comms & reputation management
- Stakeholder engagement & C-suite influence
- Team leadership & mentoring

Results at a Glance

120%

increase in conversions
(RNIB UX/UI redesign).

73%

engagement boost via
CRM + automation (RNIB)

60%

inbound lead growth, award-
winning campaigns (Currency
UK, now Currencies Direct)

£3M

digital budget managed
with 30% ROI uplift (RNIB).

82%

efficiency gain through
workflow automation (BNP
Paribas).

26

Workshops delivered for charities
as consultant

Some of my work

Copywriting

Wrote the manifesto for Red Nose Day 2026, defining the campaign's core narrative and purpose. Alongside this, I developed tone of voice guidelines to support teams in delivering clear, consistent and engaging communications across a wide range of channels. By aligning stakeholders around a shared voice and narrative, this work helped streamline content creation and strengthen the overall impact of the campaign.

MANIFESTO

This manifesto isn't necessarily intended as public-facing messaging, but is designed to introduce everyone to the idea and sentiment behind 'Take Yourself Funny for Money.' If you do wish to use language or sections of this messaging in your external facing communications however, please speak to Emma Gilmore-Brown.

The world's gone a bit... worldly, hasn't it? Everyone shouting, everyone doom scrolling, everyone's granny pinging conspiracy theories on WhatsApp.

Hobbies are "side hustles", apparently, and every bloke you meet has a podcast about foot health or turmeric shots.

Frankly, it's exhausting.

We treat avocado toast like a national crisis, while too often the real ones get ignored.

So what do we do, eh?

We do what us Brits do best. No, not whinge on and form a queue (though fair play, we're good at that). We stick a big fat Red Nose on and embarrass ourselves in public for money.

That gloriously British art of being a wally for lolly. Or as Shakespeare coined it: "taking the pee of thee for a fee."

Since the 1980s, millions of you have done just that and embraced your unserious side for

But here's the point. It's not just about getting the laughs. It's about doing something laugh-changing.

It's raising money for the unfunny stuff we take for granted like food, shelter,

Songsheet · Updated 5 Feb 2026 by Quarina Sultana

HOW TO TALK ABOUT NEED IN RED NOSE DAY 26

Eat. Sleep. Feel safe.

This Red Nose Day, for one Feel-Good Friday, we're asking the nation to take themselves funny for money – to help people suffering hunger, homelessness and harm so they can eat, sleep and feel safe.

The things every life depends on. That people need to survive. Here in the UK. And around the world.

Through the simple act of taking ourselves funny for money, we can turn silliness into serious difference.

It's not just about getting the laughs - it's about doing something laugh-changing. It's money for the unfunny stuff we take for granted like food, shelter, not living in fear

We can turn Friday 20th March into a nationwide day of:

- Putting food on plates and getting people the essentials they need
- Providing safe places to sleep and services that help people into a place to call home
- Protecting people who are at risk and in need of relief from the grip of danger and poverty

So take part. And take yourself funny for money. Give a laugh. Give vital cash.

Let's turn one day of silliness into something serious: helping people get the essentials they need to survive. Helping people to **eat, sleep and feel safe.**

Approved copy for use

32 / 52 66%

AI Strategy/ Digital Transformation / Live Chat Functionality

In a lead digital role, as Interim Head of Digital at Dementia UK to reimagine their digital landscape – making sure technology and strategy worked hand-in-hand with their mission to support families living with dementia. From big-picture strategy through to hands-on delivery, we helped the charity build smarter, more inclusive digital practices that not only amplified their impact but also made every interaction with their community feel more meaningful.



DementiaUK
Helping families face dementia

Digital Strategy / Digital Transformation

At RNIB, it was more than just deliver digital — I built capacity, confidence, and connection.

- Grew the team from 2 to 10, with mentoring and skills development baked in.
- Introduced a digital operating model, agile ways of working, and a people-first transformation strategy.
- Delivered digital fundraising campaigns that engaged and inspired, not just asked.
- Embedded accessible practices so everyone could take part.
- Designed inclusive websites, a social engagement strategy, and CRM/automation systems that kept conversations alive.
- Supported SEO, AI guidelines, and implementation to ensure sustainable, ethical growth.

The result: a stronger team, clearer strategy, and digital channels that truly connected with the people RNIB serves.

R N I B

See differently

Fundraising Campaign

Before You Ask was a bold, accessible video campaign for RNIB, designed to challenge everyday assumptions faced by blind and partially sighted people. Instead of speaking about lived experience, the campaign gave the mic directly to those who know it best.

The Delivery

We produced a suite of short, powerful videos —each one tackling a different assumption head-on. Every video was fully accessible, with audio description, captions, and clear design to make sure no one was left out of the conversation.

01



02

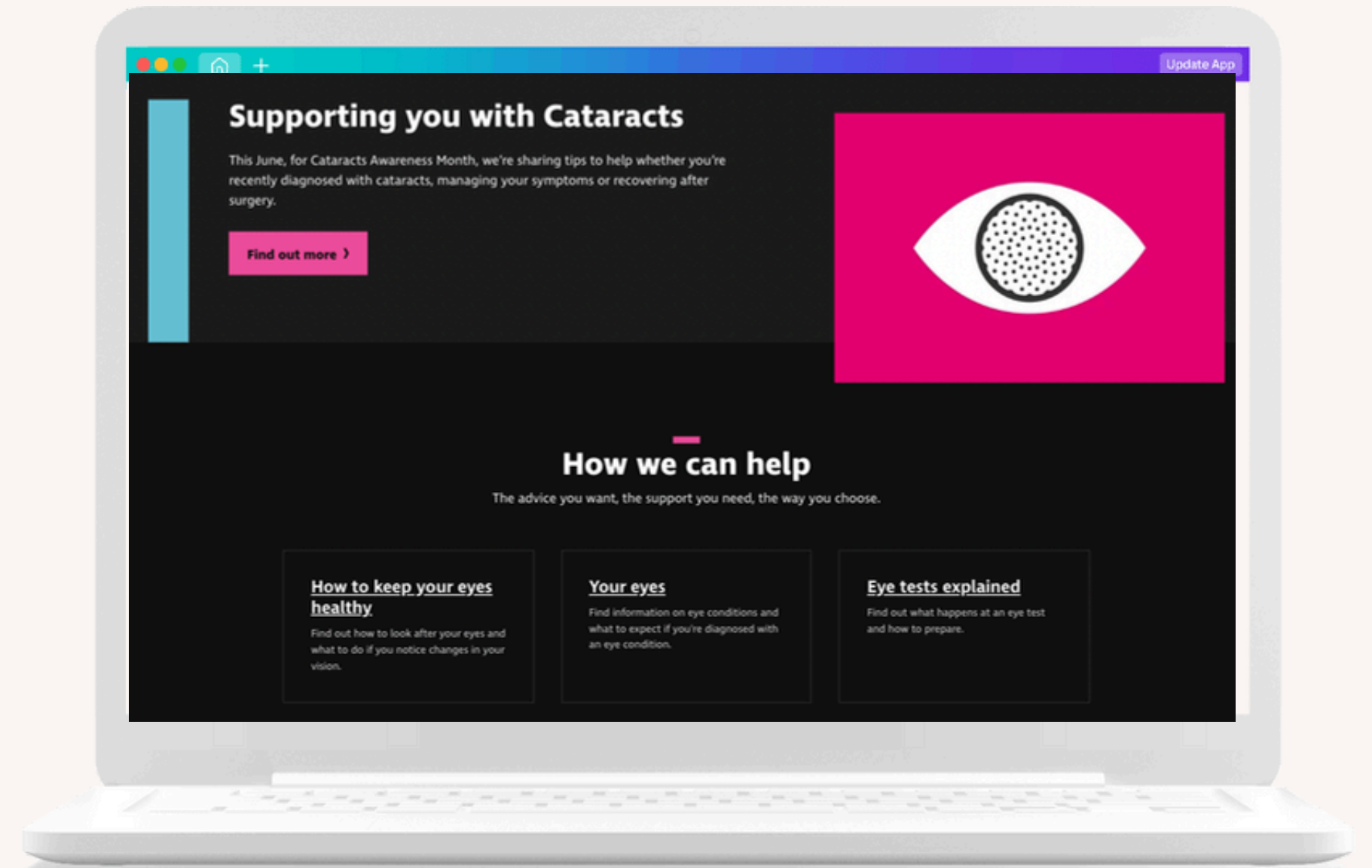


03



WEBSITE REDESIGN

I led the project as sponsor and digital lead, redesigning the website from the ground up. I created a new, accessible site architecture, carried out a full content audit, and rewrote key pages with SEO and engagement front of mind. I then oversaw the integration with the CRM and email automation platform, building a seamless journey from first visit to sustained engagement.



Multimedia campaign

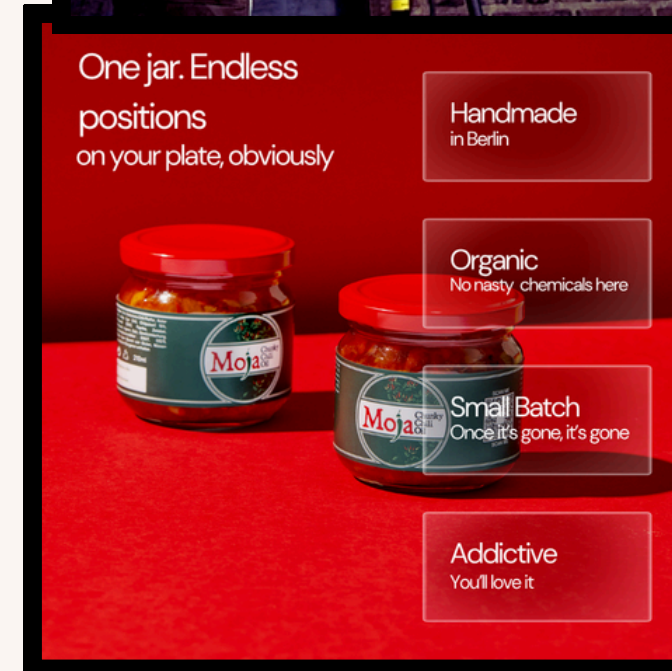
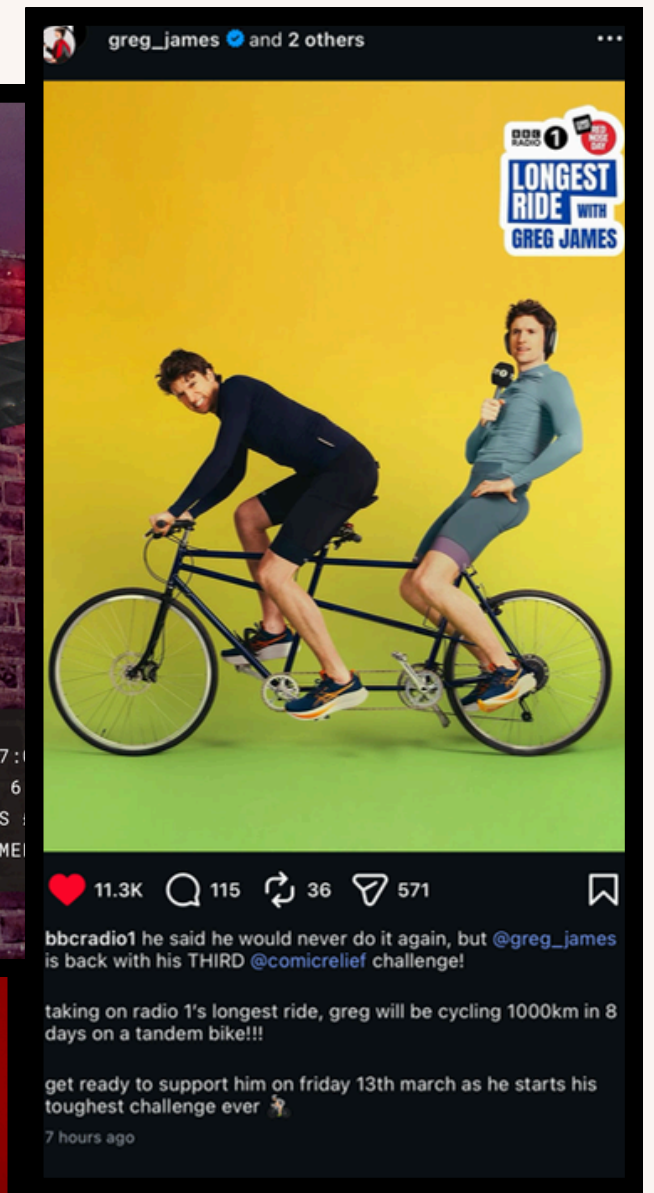
'Race Ready' was a multimedia campaign created to spotlight the high-performance partnership between Norton Rose Fulbright and McLaren. Our role was to translate the excitement and precision of motorsport into a digital and print campaign that would resonate across audiences. We developed striking creative assets that captured both brands' shared values of innovation, speed, and excellence.



Organic Social

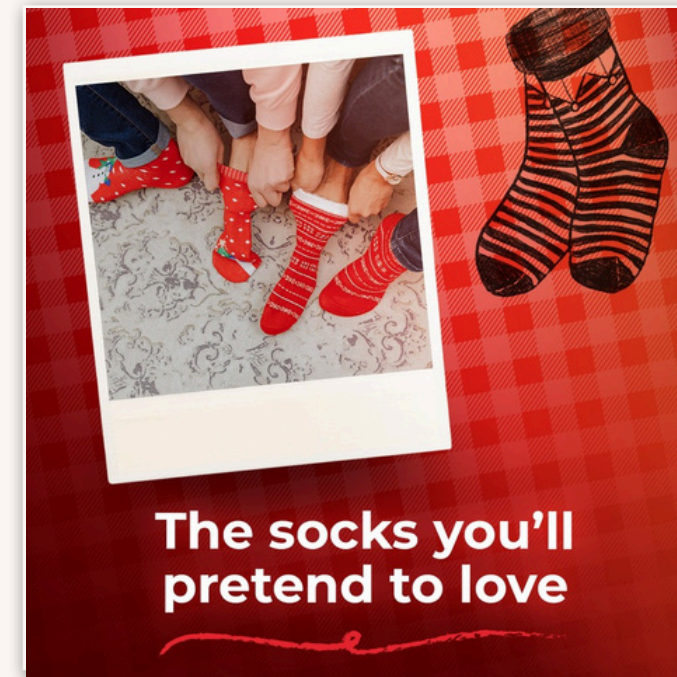
For Genesis Poetry Slam, I translated the energy of their packed live events into an online presence that could match it. Through punchy recap reels and refreshed social templates, I boosted engagement and grew their digital audience, helping turn in-room buzz into consistent online traction.

For Moja Berlin, I developed a clear tone of voice, visual identity and organic social approach that matched the brand's cultural roots and bold flavour. The strategy helped them sell out within their first week of launch.



Paid Media

I led the digital paid media strategy for Comic Relief's winter campaign in partnership with the Evening Standard, developing the campaign concept, shaping the creative direction, and managing implementation across channels. Working closely with internal teams and external partners, I ensured the activity was insight-led, optimised for performance, and aligned with the wider fundraising narrative. The result was a cohesive, responsive paid media campaign that elevated visibility, strengthened the partnership, and drove measurable engagement during a critical giving period.



Leaflet Design

Copywriting and creative lead for donation ask for Little Red Envelope as part of Comic Relief's Red nose Day campaign. This was an insert going into Radio 1 magazine.

Let's put food on the table for struggling families.

It's hard to imagine my brother never went without, but that moment skipping meals myself, experiences stayed with me - shaping how I see hunger and hardship today.



It's not just about the food, it's about the dignity. One mum she'll never forget came to the food bank, overwhelmed and exhausted, having gone without food so that her children could eat.

"This mum was so thin, she'd been skipping meals, she'd never used a food bank before because she was ashamed. Once she came, she realised she wasn't alone."

That's why your support of people like Shola and the work of community-based projects like City Harvest is so important. You could help people with the essentials they need to survive in the most difficult of times.

Please will you give today? Your kindness could help people eat, sleep and be safe. Thank you.

HELP KEEP FAMILIES FED THIS RED NOSE DAY

The UK public are so mind-blowingly kind, helping people who are really in need, when they are hungry, homeless, or struggling. Will you show once again how utterly amazing you are?

DARINA MCCALL

THANK YOU FOR YOUR SUPPORT THIS RED NOSE DAY. REMEMBER TO TURN IN ON FRIDAY 20 MARCH AT 8PM ON BBC ONE.

Donate today to help change lives.

Your generosity could help give people the essentials to survive—helping people eat, sleep and feel safe. This Red Nose Day, will you help people facing the scariest times of their lives?

<p>£20 could help a young person experiencing homelessness in the UK pay for a much-needed night's stay at a hostel for a week.</p>	<p>£50 could provide a warm pack for families facing fuel poverty, ensuring they don't have to choose between heating their home and buying food.</p>	<p>£100 could provide two water filters for learning centres in Uganda, ensuring safe drinking water for hundreds of children each day.</p>
--	--	--

HOW TO USE THIS ENVELOPE:

- 1 Write your full name and tick the amount you'd like to donate on the form provided.
- 2 Fill in your card details or write a cheque to Comic Relief.
- 3 Remember to say YES to GIFT Aid by ticking the box below, your cheque if that's your preferred method.
- 4 Tear off the form and put it in the envelope (with your cheque if that's your preferred method).
- 5 Add a stamp and pop it in the post!

Alternatively

You can donate online at www.comicrelief.com/giftaidboxes or scan the QR code.



Tick the box to make your donation go even further with GIFT Aid. For every £1 you donate, we can claim an extra 25p, all in return to you.

Yes, I would like Comic Relief to claim GIFT Aid on my donation. My donation made in the UK and any/your made in the rest of the world.

giftaid it

To qualify, you must be a UK taxpayer making a personal donation and understand that it's your responsibility to pay any difference to Capital Gains Tax from the amount of GIFT Aid claimed on all my donations. It is my responsibility to pay any difference. Please note that the money that Comic Relief claims back from HMRC, as part of the GIFT Aid scheme will be treated as unrestricted funds and used to support our general work, even if the original donation was made towards a specific appeal.

We need your first name or initials, surname and address to enable us to claim GIFT Aid on your valuable donation. If you change your name, address or tax status, please let us know.

Every donation could help people in the UK and across the world. To **eat** a proper meal. To **sleep** in a safe space. To **feel safe** without fear.

Affix stamp here

Red Nose Day 2024
PO Box 12635
Colchester
CO7 5AN

Video Storytelling

I develop video content that puts people and purpose at the centre, using narrative, pacing and visual style to build empathy and drive action. My approach blends clear campaign messaging with authentic character-led storytelling, ensuring every piece feels human, accessible and aligned with organisational values. Whether capturing lived experience, showcasing funded partners or shaping behaviour-change narratives, I create videos that hold attention on social channels, translate complex issues into emotionally resonant moments and support both awareness and fundraising objectives.

Links:

[Merch promo](#)

[Sainsburys x Comic Relief x Standard](#)



Book Launch & Promo

Worked with author Ameena Tabassum to develop a full promotional plan and launch strategy that positioned her as one of Bangladesh's leading contemporary Bengali authors.

The project included building her author brand from the ground up — crafting a clear identity, tone of voice, and digital presence designed to connect with both local and international readers. I produced a detailed marketing and social media strategy, complete with content calendars, event concepts, and partnership opportunities with bookshops and cultural platforms.

The book cover and visual assets were also designed by me, ensuring a cohesive look across all channels and materials. The launch campaign drove a significant uptick in online engagement, and Ameena went on to attend major book festivals, build a strong social following, and establish herself as a recognised name in the Bengali literary scene.



Book Launch & Promo

A little self-plug, for my debut poetry collection, I took full ownership of the author brand strategy and marketing from start to finish. I developed the visual identity, designed the book cover, and built a cohesive online presence that reflected the tone and themes of the work.

I managed all aspects of digital marketing and audience growth, including social media content, community engagement, and campaign planning to build early buzz and sustain interest post-launch. The publishers handled printing and distribution, while I led everything from positioning and storytelling to visuals, tone of voice, and reader engagement strategy.

This project allowed me to combine my creative instincts with my strategic marketing experience - building an authentic author brand from the ground up and demonstrating how thoughtful digital presence and consistent storytelling can drive real audience connection.



Norton Rose Fulbright

UX / UI

Designed the UX / UI of NRF's new internal portal to showcase case studies, latest blogs, partner and associate highlights. Designed in 2016.

Your account information

Welcome Sean
Youhave4mattersin progress | Update preferences | Logout

Billing summary

Yearly Total Left remaining
Details

6 Open tasks

- Opinion provided MatterxyzIT
- IT procurement contract review Matterabc
- Court document prepared Matterxyz
- All tasks

3 calendar events

- Today 3pm JULY Scheduled call with Lawyer 1 Matter abc (Total of 3am / 3pm)
- Friday 7th AUGUST Decision rendered Matter xyz
- Wednesday 15th SEPTEMBER CPD Training (9.30am / 12.30pm) Webinar
- All events

4 active matters

- Opinion provided Matter xyzIT
- Opinion provided Matter xyzIT
- Opinion provided Matter xyzIT
- Opinion provided Matter xyzIT
- Further matters

Recent activity

Acepratur dds Oeae pre et diti prrorrem nust, ulparum sequodit quatosam que nimpor repudi core nisi te quod et, occulpa corem harum quibus, occus dolupta que nist milla

Es sequam Oeae pre et diti prrorrem nust, ulparum sequodit quatosam que nimpor repudi core nisi te quod et, occulpa corem harum quibus, occus dolupta que nist milla

Rissit poreptat Oeae pre et diti prrorrem nust, ulparum sequodit quatosam que nimpor repudi core nisi te quod et, occulpa corem harum quibus, occus dolupta que nist milla

Rissit poreptat omnis dds Oeae pre et diti prrorrem nust, ulparum sequodit quatosam que nimpor repudi core nisi te quod et, occulpa corem harum quibus, occus dolupta que nist milla

More activities

Your team

Firstname lastname

Firstname lastname

Reference documents

Acepratur Hilliquid eate nit entorro berum harumquam ut et dolor reariant dolo qui ad eum quos molupta doluptam fugit exero consend icaborem

Es sequam Veleniant. Ga. Ut quia doluptatate debit ut rem voluptist, cup-tium quia dolut quunture aborere nihiliquis essumeturio tem ini unt est,

Rissit poreptat Uciatia vendae eveni optaspe ribusam sit, ut aborerios volore laut volore este natiiae sequi occae numquos senditatibus as etur se

Rissit poreptat omnis Ihictae nusam ea a ducim quia dis et eum ipsam non eumquiscipis sitibus ut volupta quam accerclit landele nimus.

Document lirary

Resources

- The grassland dds Oeae pre et diti prrorrem nust, ulparum sequodit quatosam que nimpor repudi core nisi te quod et, occulpa corem harum quibus, occus dolupta quo occatiam que nist milla
- Paradise found dds Oeae pre et diti prrorrem nust, ulparum sequodit quatosam que nimpor repudi core nisi te quod et, occulpa corem harum quibus, occus dolupta quo occatiam que nist milla
- Smoke on the water dds Oeae pre et diti prrorrem nust, ulparum sequodit quatosam que nimpor repudi core nisi te quod et, occulpa corem harum quibus, occus dolupta quo occatiam que nist milla
- Line of trees dds Oeae pre et diti prrorrem nust, ulparum sequodit quatosam que nimpor repudi core nisi te quod et, occulpa corem harum quibus, occus dolupta quo occatiam que nist milla
- More resources

Tools

- Spanner
- Hammer
- Drill
- Sprocket
- Shovel
- Tweezers
- All tools

SELECTED SPEAKING & THOUGHT LEADERSHIP

- **CharityComms Digital Conference (2023)** – Breaking Barriers & Building Leaders
- **Nottingham Digital Summit (2024)** – Ctrl + Alt + Lead: Navigating the Digital Maturity Curve
- **Engaging Digital Conference (2024)** – Inclusive Storytelling and Accessibility
- **Hallam Webinar (2024)** – The Untapped Potential of Accessibility for Nonprofits
- **MHR Webinar (2025):** Chaos to Clarity - Navigating the Digital Transformation Curve
- **ThinkTank: How to be found in AI search (2025):** From Keywords to Questions: Rethinking SEO in the Age of Generative AI

<https://qandco.uk/speaker-bio%3A-qs>

“During a period of post-merger change, Quarina’s leadership in digital projects was invaluable. She managed a complex website launch and CRM migration with precision and empathy, ensuring minimal disruption for staff and clients. Thanks to her strategic approach, we saw a marked uplift in inbound leads and internal efficiency. She combines strong technical knowledge with a real focus on people, which made the whole transformation smoother.”

— ex Head of Digital, BNP
Paribas Real Estate

Working with Quarina has been transformative for Dementia UK. Their expertise in digital innovation has helped us streamline our services, improve engagement with carers and families, and enhance the way we deliver vital support. Their team’s insight and collaborative approach have made the digital journey seamless and impactful

Director of Communications,
Dementia UK

Her knowledge of design and brand awareness was apparent and often showed initiative when working with internal stakeholders to tight deadlines.

Head of Social,
Digital Agency

**Thank you
very
much!**

info@qandco.uk