

QUARINA SULTANA

STRATEGY, STORYTELLING AND DIGITAL EXPERIENCES
DESIGNED AROUND REAL HUMAN BEHAVIOUR.

Digital Strategist | Freelance & FTC



Hi, I'm Quarina.

I'm a Digital, Marketing & Communications leader with over 15+ of experience helping organisations - from corporates to national charities - turn ambition into measurable digital results.

What I do best:

- **Shape & deliver strategy** — securing C-suite and board buy-in for digital roadmaps.
- **Lead transformation** — managing multi-million-pound budgets and building high-performing teams.
- **Make digital feel human** — blending innovation with trust, inclusivity, and results.

Why I'm Different

Most people measure digital success in clicks, impressions and reach.

I look at:

- what people feel
- where journeys break
- why audiences disengage
- and what makes someone trust, stay or act

I combine strategic thinking, customer psychology, accessibility, storytelling and practical delivery because good digital isn't just about attention.

It's about creating experiences people connect with.



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

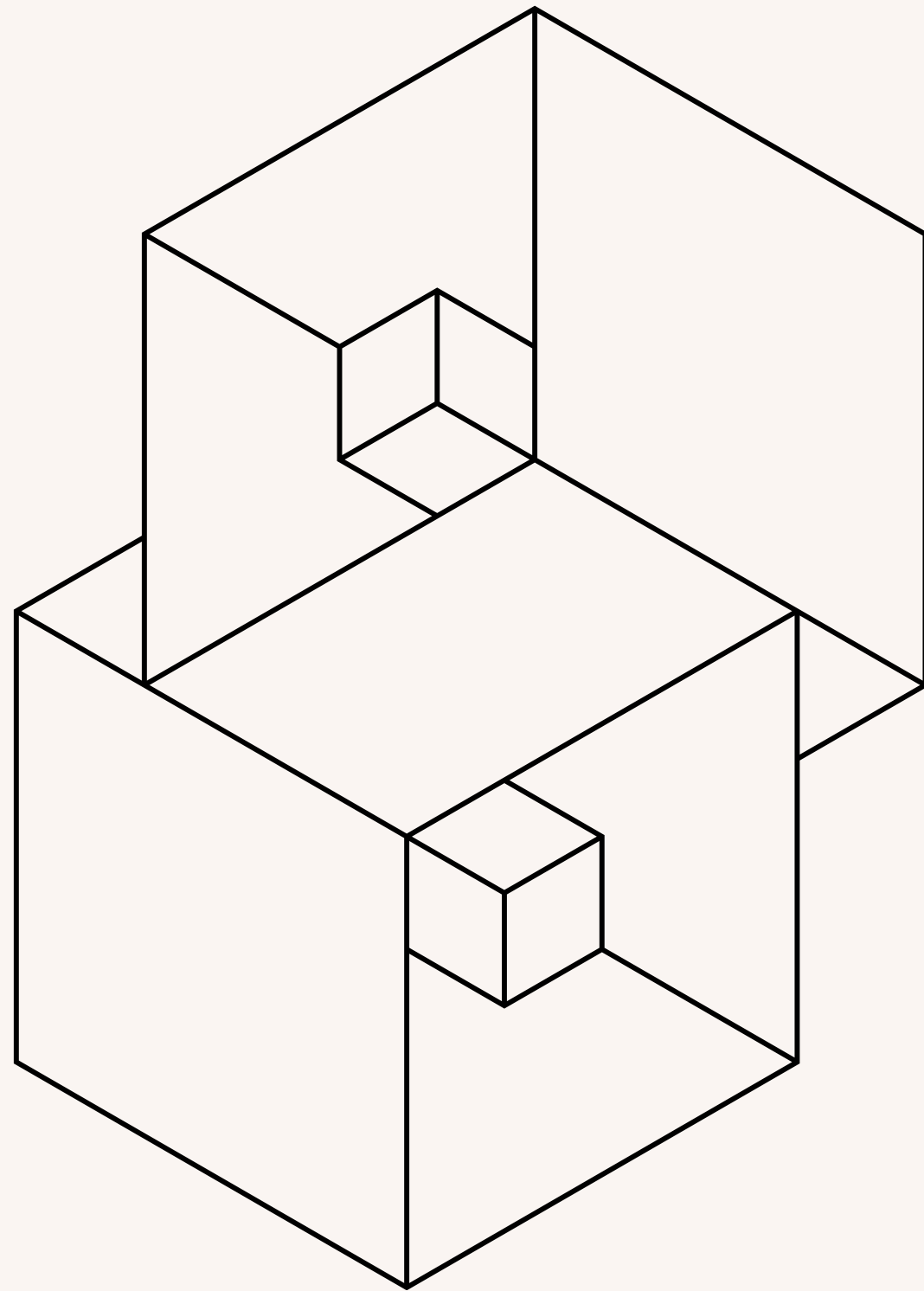
Customer Experience & Interaction — making every interaction feel personal, even at scale.

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

What I Believe About Digital

1

ACCESSIBILITY

Accessibility improves everyone's experience

2

SIMPLICITY

Simplicity converts better than cleverness

3

RETENTION

Retention starts long before renewal

4

JOURNEY DESIGN

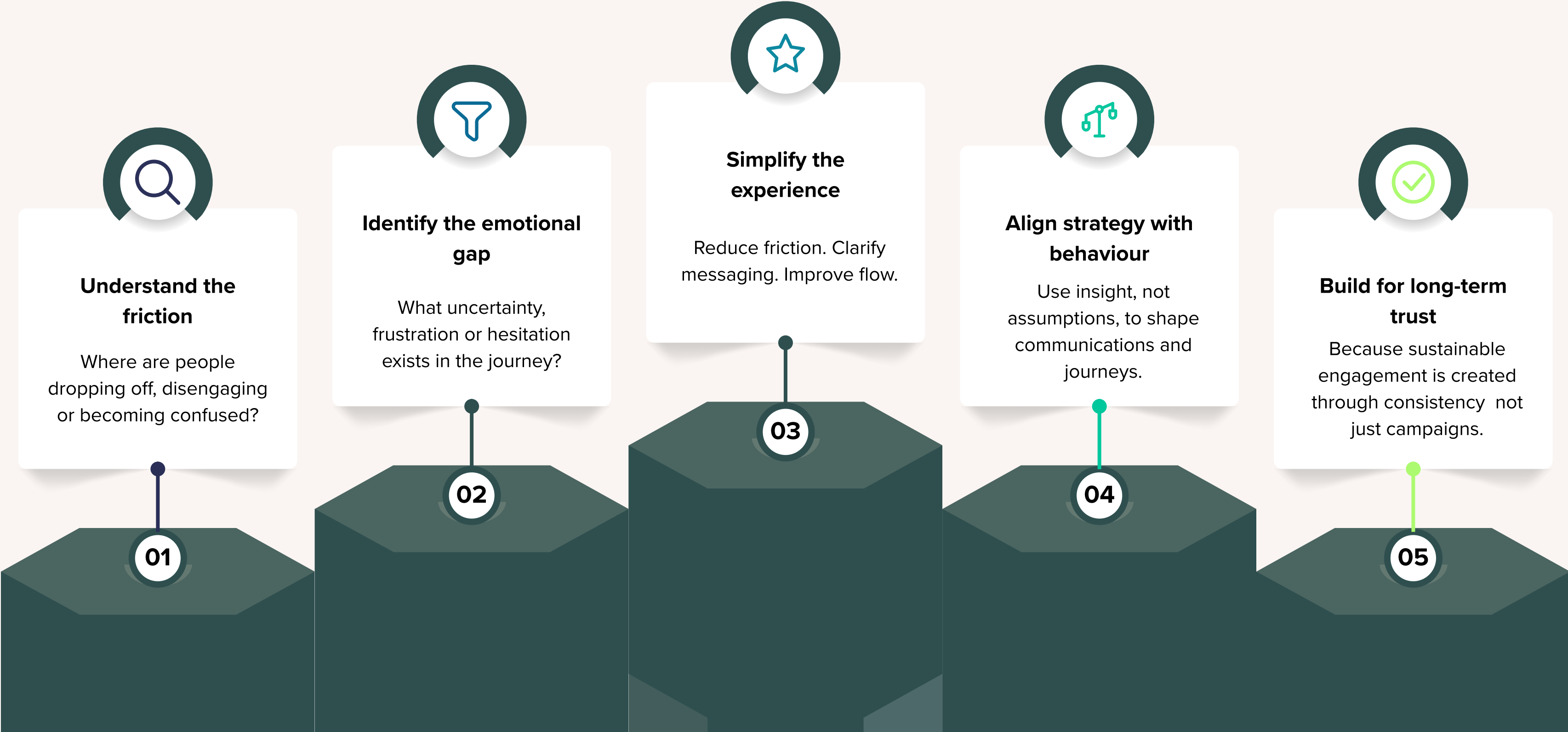
Journeys matter more than channels

5

DIGITAL EXPERIENCE

People remember how digital experiences made them feel

How I Approach Digital Problems



CLIENT SNAPSHOT

PROFESSIONAL SERVICES



LEGAL



B2C



THIRD SECTOR



*I have many more that simply don't fit on this list and slide

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

Style Guide & Brand Tone of Voice

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 ping-ponging 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 Comic Relief.

From pop stars to Prime Ministers, from school kids to cardigan-wearing centenarians.

We've released charity singles so catastrophically off-key that track 7 of *Now That's What I Call Music! 89* has been redacted on national security grounds.

Nevertheless, millions of pounds were raised, millions of lives were helped, and only several reputations destroyed.

Of course, we've had our moments. The livestream where someone fainted in a trifle. And yes, a few too many celebrities holding hands around a globe.

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, not living in fear – all paid for because Tracey on the tills dressed up as a quiche lorraine, and year two only agreed to remove their Noses after it all got a bit unhygienic.

So, this Red Nose Day, be silly, be daft, be the nation's punchline. **Take yourself funny for money.** And raise shedloads of cash.

Because if we can't laugh at ourselves, we're just left with the politicians. And that's bloody terrifying.

Red Nose Day 2026
Take Yourself Funny for Money

v5 RND 26 Songsheet edition 3 - Feb 26.pdf
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

COMIC RELIEF RED NOSE DAY FRIDAY 20 MARCH 2026

32 / 52 66%

Community Fundraising Campaign

Pushpa is a diaspora community that funds the economic growth of diaspora, connecting the Bangladeshi diaspora with projects that create jobs, support communities, and protect the planet. The screenshot is launch strategy and assets created for them.



AI Strategy & Digital Transformation

The challenge

Teams were overwhelmed by growing demand, fragmented processes and increasing pressure to deliver faster supporter responses.

My approach

I led the development of a digital transformation roadmap focused on improving supporter experience, streamlining internal workflows and introducing AI and automation in a way that felt practical — not intimidating.

This included:

- AI and chatbot exploration
- journey and process mapping
- digital engagement improvements
- operational efficiency recommendations

Outcome

A clearer digital direction, stronger internal confidence around AI adoption, and a more scalable supporter experience built for long-term growth.



R N I B

See differently

Digital Strategy & Engagement Transformation

The challenge

RNIB needed to modernise digital engagement while ensuring accessibility remained central to every interaction.

My approach

I supported digital strategy, supporter engagement and accessibility-led communications across campaigns and platforms — helping connect digital activity more closely to audience behaviour and lived experience.

Key areas included:

- * accessible campaign development
- * customer journey improvements
- * supporter engagement strategy
- * cross-channel digital communications
- * CRM and digital optimisation

Outcome

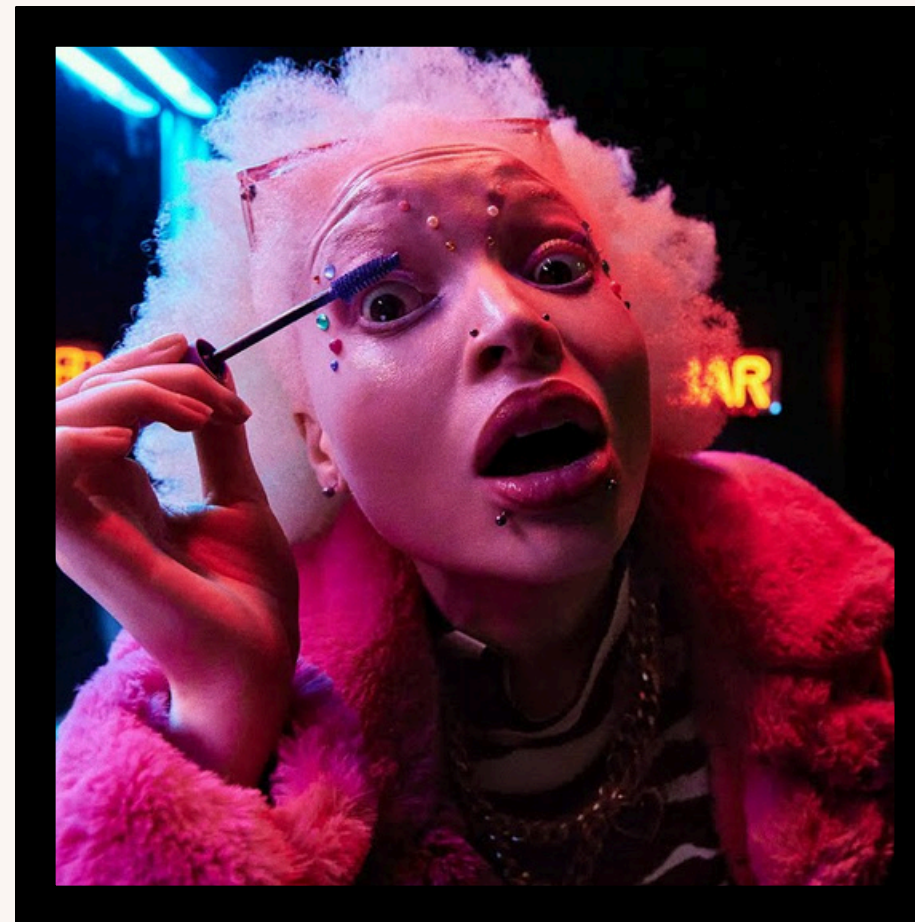
More inclusive and effective digital experiences, stronger audience engagement, and a clearer connection between content, accessibility and supporter trust.

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.

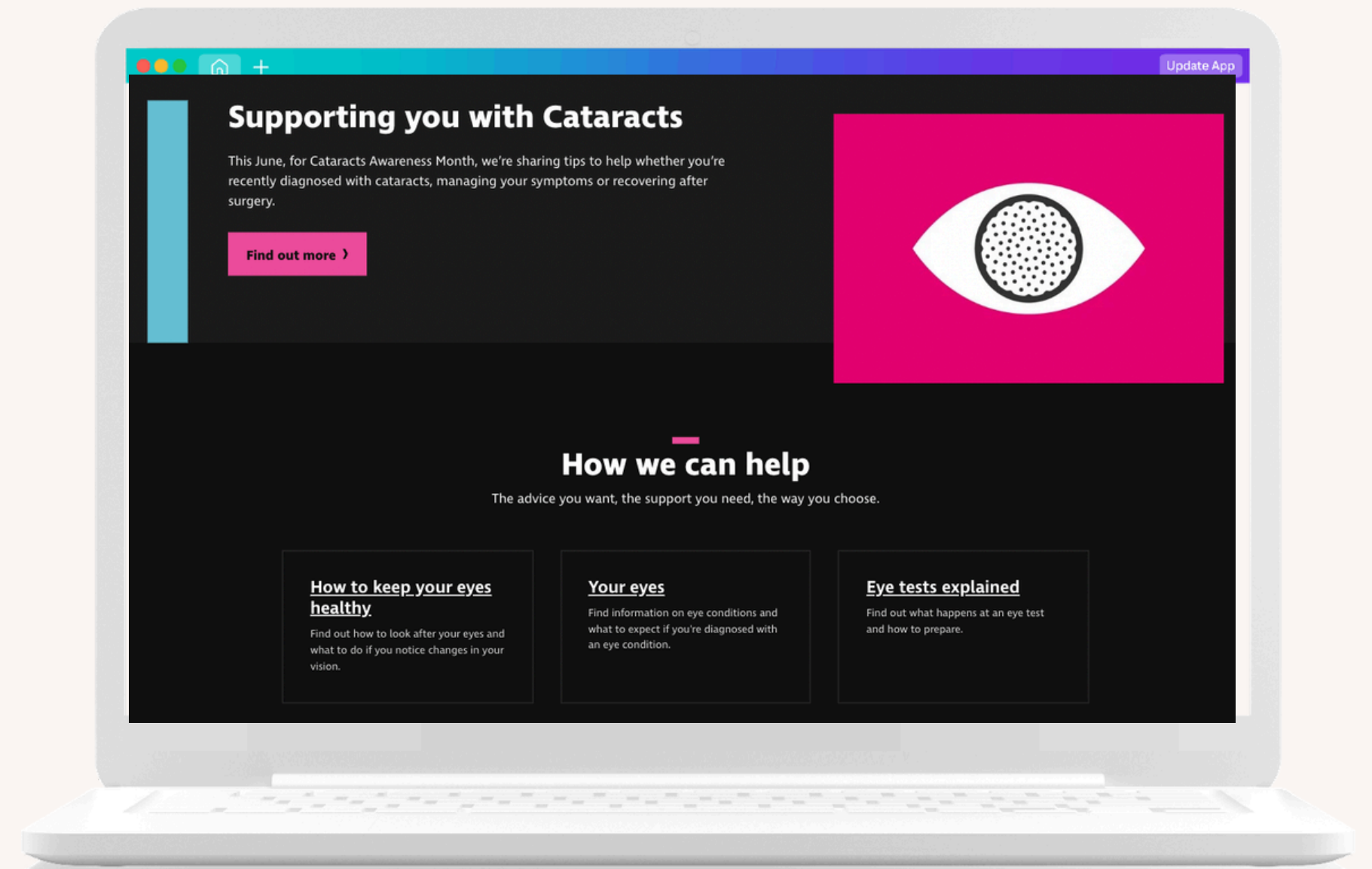
The Delivery

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.



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.



Integrated Multimedia Campaign

The challenge

Create a campaign that positioned the partnership as innovative and culturally relevant while engaging audiences across multiple digital touchpoints.

My approach

I developed and executed a cross-platform campaign combining social, visual storytelling and multimedia content to increase engagement and strengthen brand visibility.

This included:

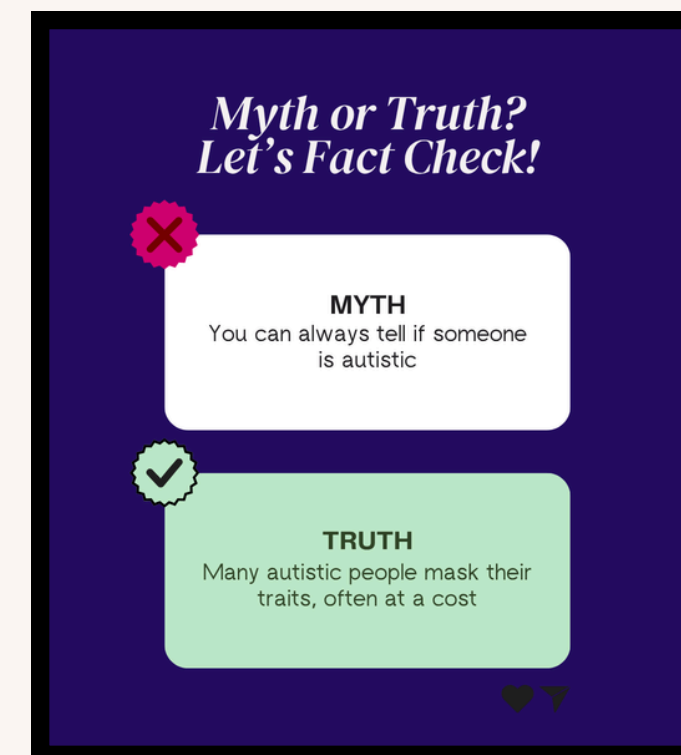
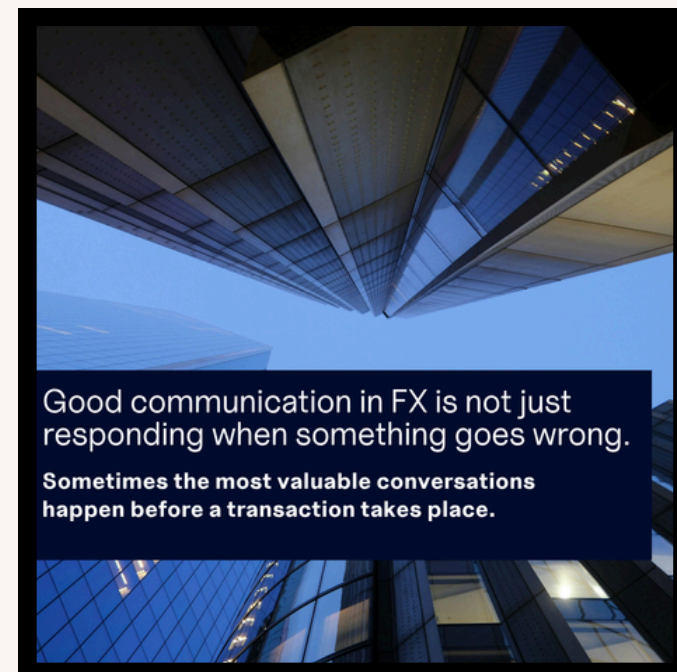
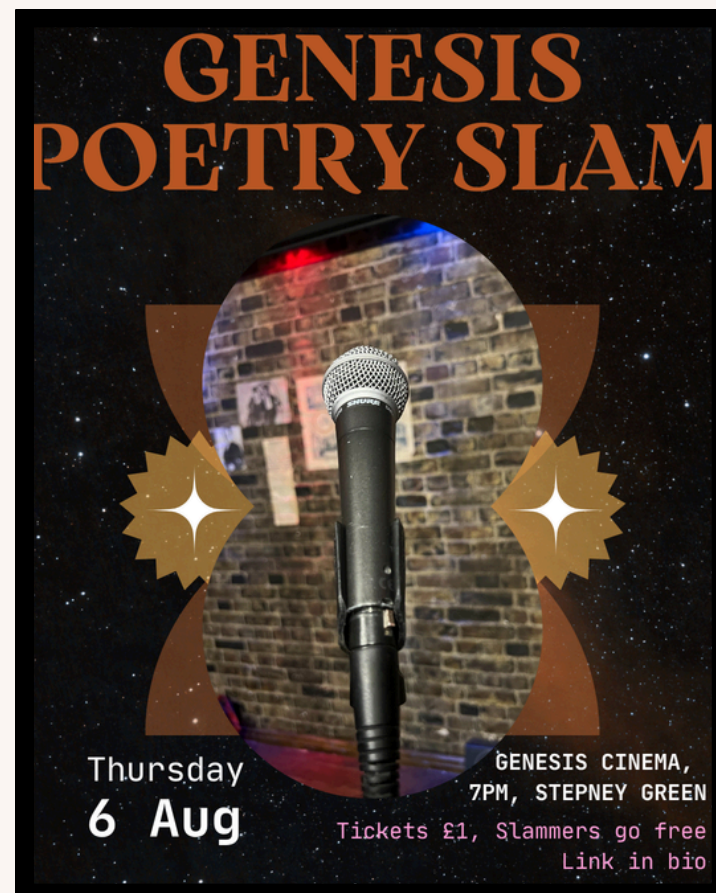
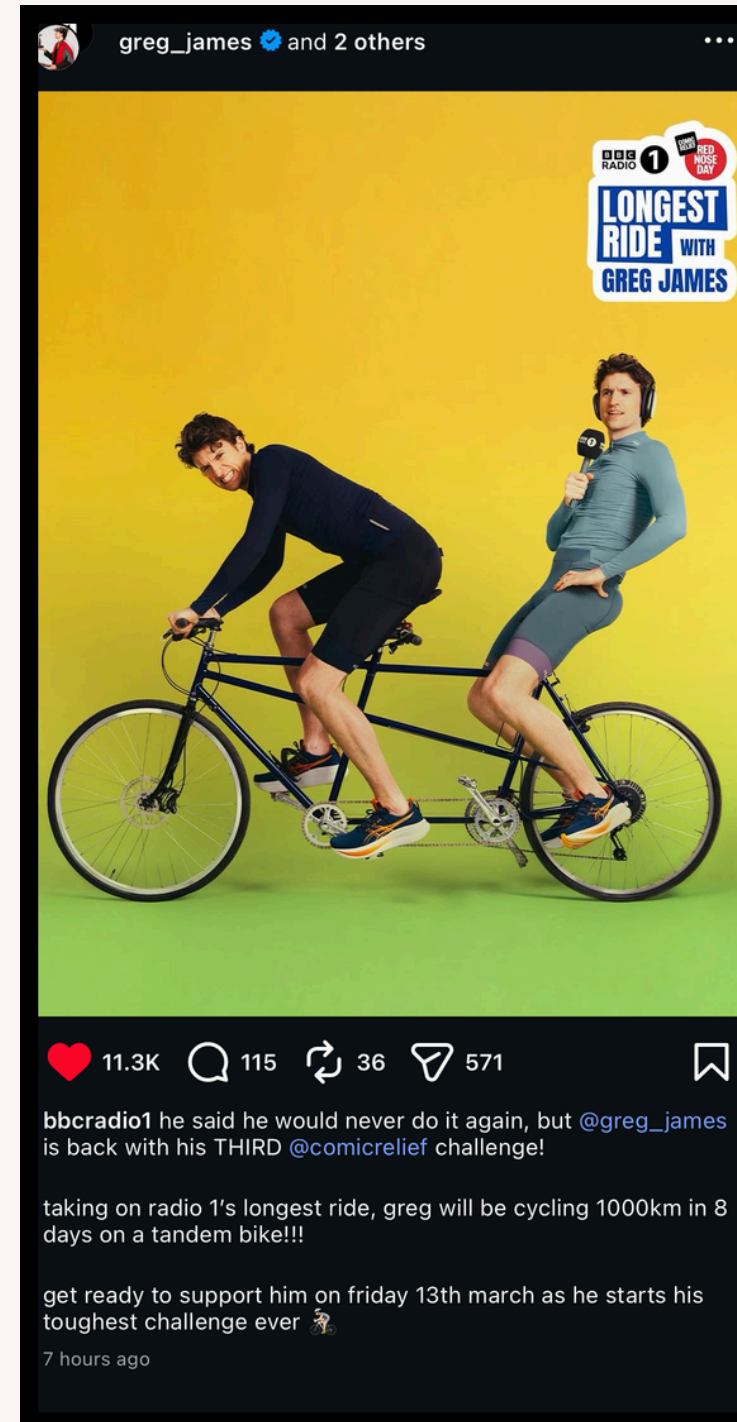
- * campaign strategy
- * digital content planning
- * audience engagement
- * visual storytelling
- * multi-channel rollout

Outcome

A high-performing campaign that increased audience engagement, strengthened partnership visibility and delivered cohesive storytelling across channels.



Organic Social



Paid Media



The socks you'll pretend to love

Who's at your table?

COMIC RELIEF | THE STANDARD

DONATE NOW



Donate now

£10 could rescue and deliver enough surplus food to provide 27 meals to vulnerable people in the London area.

COMIC RELIEF | THE STANDARD



Your donation provides warmth, safety and support for people who need it most.

COMIC RELIEF | THE STANDARD

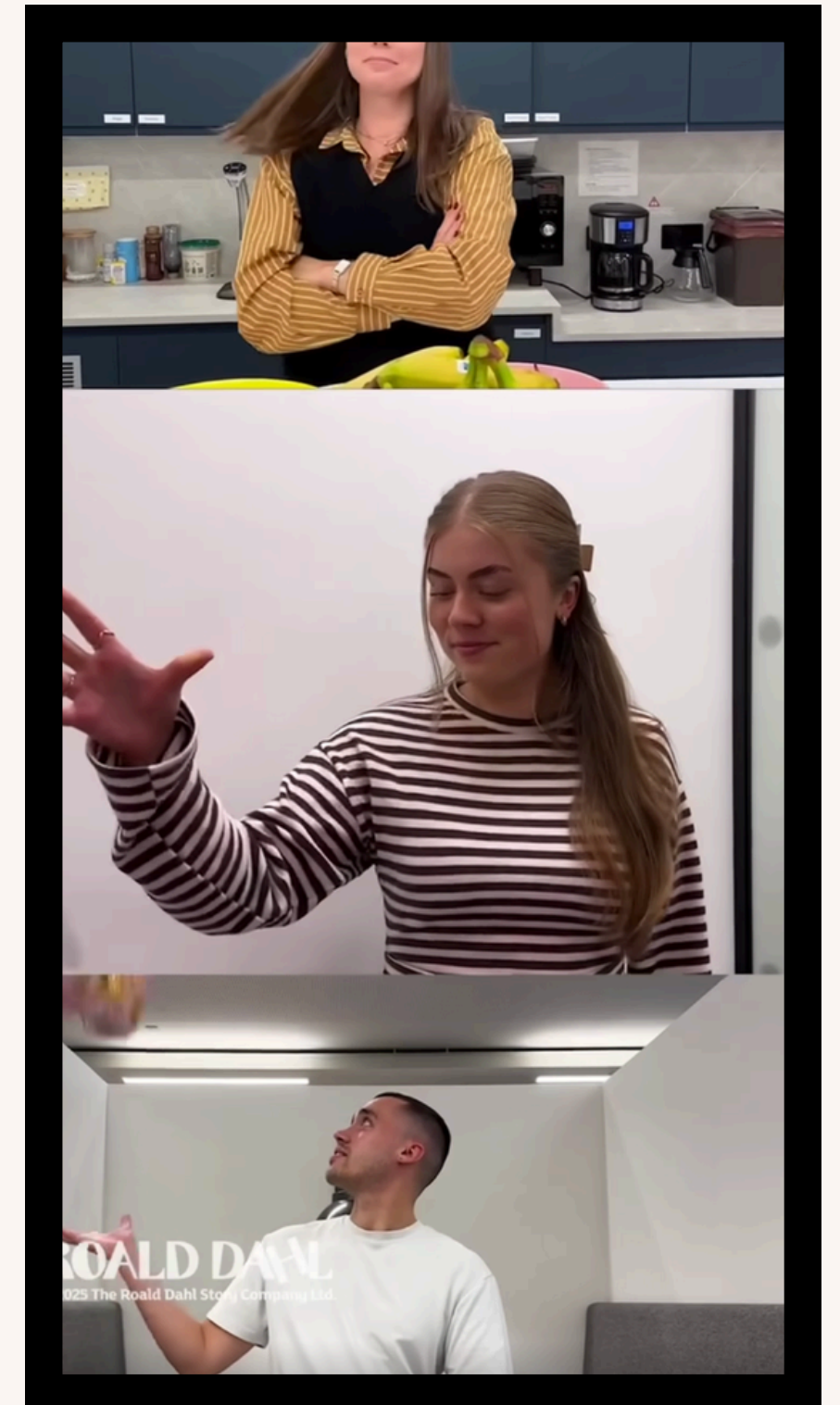
Video Storytelling

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](#)



The challenge

Launch and grow independent creative projects in a crowded digital landscape while building authentic audience connection.

My approach

I developed the creative direction, launch strategy and digital audience growth approach across multiple poetry and literary projects — combining storytelling, content strategy and community engagement to create sustained visibility.

This included:

- * launch planning
- * visual identity and creative direction
- * audience engagement strategy
- * social and content campaigns
- * creator/community partnerships
- * long-form storytelling and brand voice

Outcome

Increased audience engagement, stronger brand recognition and organically built creative communities centred around storytelling and connection.

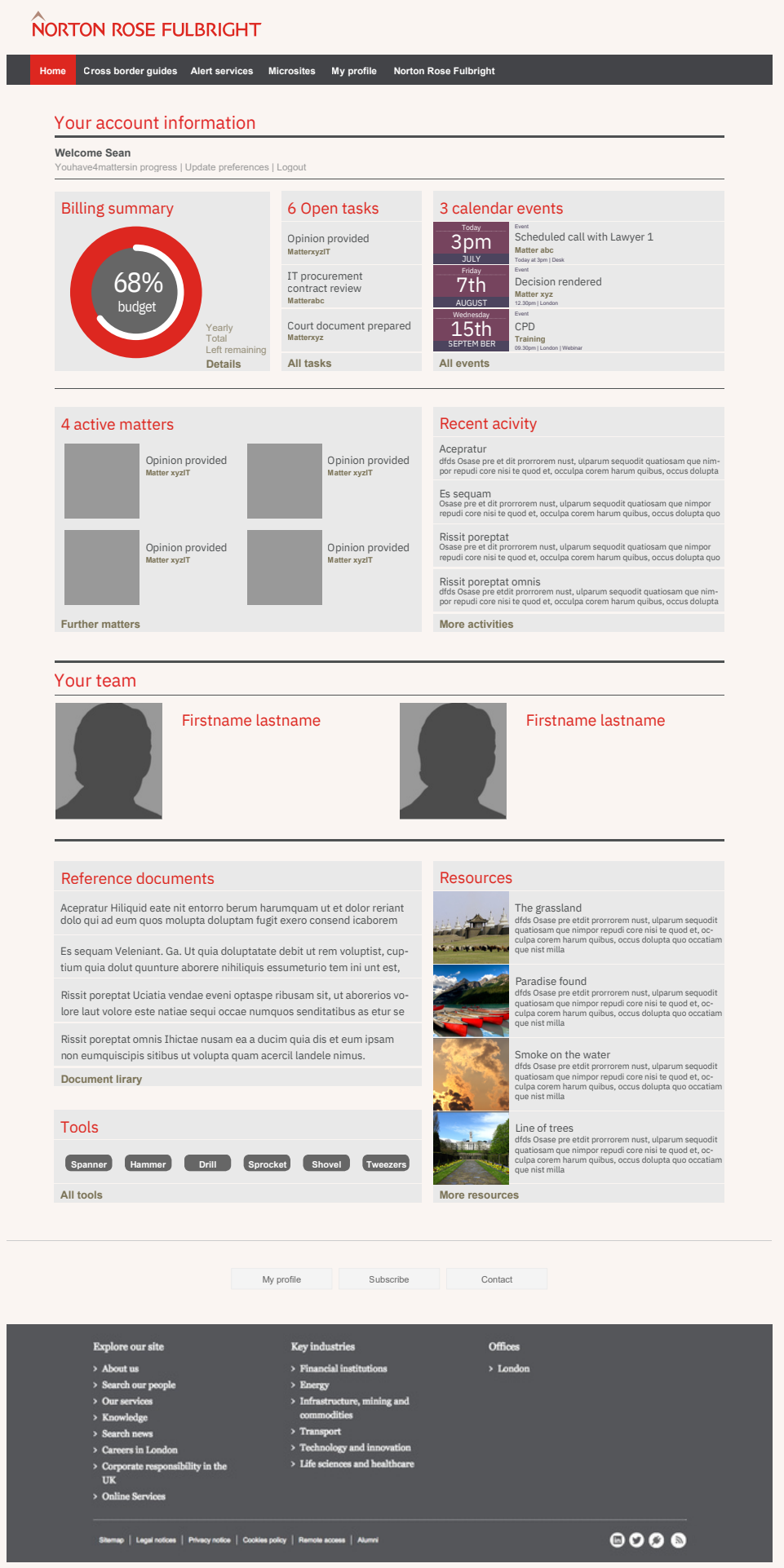
Creative Brand & Audience Growth



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.



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!**

07780 969448

quarina@qandco.uk

qandco.uk

[linkedin.com/lifeofasultana](https://www.linkedin.com/company/lifeofasultana)