

FIRST NAME LAST NAME

MARKETING MANAGER

(999999999 ♦ ABC274@gmail.com ♦ linkedin.com/in/XYZ

City, Country

PERSONAL STATEMENT

Experienced Marketing Manager and Operational Specialist with 7+ years of experience in Brand Management, B2B, CRM & Online Marketing. Highly creative, strong interpersonal skills with the ability to handle multiple projects with expertise in transforming the marketing & advertising strategies into desired results.

AREA OF EXPERTISE

- Brand Marketing
- CRM Marketing
- Project Management
- Vendor Management
- Campaign Management
- Operations Management
- Communication Management
- Analytics Tool (Excel, Google Sheets, Google Analytics)

WORK HISTORY

Assistant Marketing Manager Company 1

Sept 2019 – May 2020

- Responsible for driving product marketing objectives contributing 15% growth in the revenue while considering the main objective to drive performance marketing goals and brand visibility.
- Directed the brand awareness strategy while managing marketing campaigns and communication initiatives, working in close with cross-functional teams, resulting in activating 10 new zones for the company.
- Managed the creative executions of collateral materials to aid in clear concise training of products to staff and customers while maintaining brand integrity.
- Completely Handled the Vendor Life Cycle, including invoice management, vendor selection, multi-vendor management, performance management of the vendors.
- Compiled product, market, and customer data to forecast accurate sales and profit projections.

Assistant Manager Marketing Company 2

Sep 2018 – Sep 2019

- Led the Marketing strategic planning and forecasting– working closely with internal & external key stakeholders to develop long / mid / short term strategic plans.
- Redeveloped policies, procedures, and quality control standards for effective CRM Marketing, resulted in an increase in brand visibility by 3x times.
- Planned & implemented BTL/ATL strategies to support brand awareness campaigns PAN India, maintaining customer retention rate at 27%.
- Significantly increased the customer interaction with the app, by introducing QR Codes in the various marketing campaigns.
- Managed vendor's network for national branding strategy including negotiation planning, strategy, execution, and reporting, resulting in the reduction of marketing spent by 15%.
- Gathered, researched, and prepared communication material for various marketing activities and print advertisements such as flyers, posters, etc.
- Managed short- and long-term finances including marketing budget preparation and capital expenditures.

- Measured the performance and efficacy of all campaigns & growth metrics using analytics and creating effective marketing reporting.

Business Analyst/market research analyst
Company 3

Mar 2015 – Jun 2018

- Led brand positioning and architecture refinement leveraging market research and consumer insights.
- Developed and initiated various BTL/ATL campaigns with integrating CRM into the overall strategy, to comply with the attainment of the company's overall objectives targeting Europe and APAC region.
- Published editorial content using the website's content management system and drive attention among potential clients with thought-provoking social media engagement.
- Managed Email Marketing Campaign with Email regionalization & segmentation. Executing A/B and multivariate tests across marketing channels to optimize campaign performance.
- Effectively managed global agency partners to ensure successful development & execution of marketing campaigns within the established commercial planning cycles.
- Generated leads based on in-depth market research & competitors' analysis for focused verticals.
- Analyzed the marketing data to keep up-to-date on the latest products, trends, and insights.

Business Community Manager
Company 4

Dec 2013 – Mar 2015

- Practiced B2B marketing through interactions with agencies as well as clients, facilitating smooth transactions between the client and agency.
- Developed the company's social media operations and website content, making sure all the content was up to date as per the market trend.
- Led all the digital marketing initiatives including search engine optimization, content marketing, email marketing, campaign landing page development, and marketing automation.

Co-Founder
Company 5

Dec 2012 – Dec 2013

- Executed market strategy, branding, and business offering for a large market.
- Accomplished social media identity, website, and initiatives to promote thought leadership to the right audience.
- Created the Product Roadmap and Product Positioning, with inclusion of new features as per the market requirement.
- Conducted market research and created an in-depth competitive analysis.

QUALIFICATIONS

MBA – Marketing & Leadership Strategy
College 1

Oct 2019 – Jan 2021

B.Tech – Electronics & Communications
College 2

May 2011

CERTIFICATIONS

Marketing Analytics & Customer Valuation
College 3

Aug 2018

Google Analytics Individual Certification
College 4

April 2020

Fundamental of Digital Marketing
College 5

May 2020

