

LITTA JOSE THOTTAM

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EXPERIENCE

IHP – Frankfurt (Oder), Germany

Marketing strategist

January 2024 – Present

Currently working as a work-student in IHP GmbH in Marketing and Strategies.

- Implemented advanced data analytics to optimise marketing , increasing targeting accuracy by 20% and achieving a 15% rise in conversion rates, resulting in higher ROI.
- Tracked and monitored marketing materials inventory, reducing overstock by 25% and reducing overstocking-related costs.
- Brainstorm Ideas on cost-cutting and strategizing innovative techniques that brought about 5 % cost reduction.
- Performed advanced analyses on large data sets, running machine learning algorithms with statistical techniques to drive actionable insight into a 25% improvement in marketing activities.
- Conceptualized and produced highly engaging posters for campaigns; strategically executed LinkedIn posts, resulting in a 20% increase in social media engagement and a 15% growth in followers.
- Managed the trade show timelines using tracking tools, improved setup time by 10%, and had well analysed documentation to achieve efficiency in events.

Aaninformatics private Ltd, Cochin, India

Project Developer

May 2021 – September 2022

Orchestrated project documentation and stakeholder communication, which reduced the project turnaround time by 25% while being a part-time student and pursuing a bachelor's degree in Economics.

- Deployed and evaluated new brand positioning and exploratory communications; drove 35 percent higher customer engagement and 20 percent higher conversion rates through strategic messaging and cross channel marketing.
- Spearheaded cross-functional collaborations that overhauled the social media strategy, elevating organic reach for this team by 40 percent and growing engagements from followers by 20 percent in six months.
- Co-ordinated in developing marketing strategies to hit crucial business goals and objectives, thus assuring a customer retention rate of 20 percent alongside a general increase in sales of 15 percent within six months.
- Counsellor Clients navigate through the hurdles of entrepreneurship and gave strategies to improve ROI.
- Developed fully integrated marketing plans, ensured proper budgeting, provided timelines, and delivered campaigns. Executed a 25% campaign efficiency lift and a 40% ROI improvement within Q1.
- Reported on campaign performance data through advanced reporting tools; unlocked insights to ad target improvement of 25% increase in ROI and a 10% decrease in the churn rate.
- Managed and maintained dashboards as required in Tableau and in Power BI, increased data availability to over 50 stakeholders for effective decision-making, reducing time in reporting by 20%.

EDUCATION

EUROPA UNIVERSITAT VIADRINA– FRANKFURT (ODER), GERMANY

October 2022

Masters in International Business Administration

Average grade:2.0

MAHATMA GANDHI UNIVERSITY–KERALA,INDIA

June 2019 -May2022

Bachelor in Economics.Gpa:8.98/10

Batch Topper.

ADDITIONAL SKILLS

Technical: R, Javascript ,Alteryx, power BI, KNIME, Tableau, Microsoft Office.

Languages: Fluent in English,Malayalam,Tamil and Hindi ,Conversational Proficiency in German (**ongoing B1**)

Skills:Project Management,Leadership,Data Analysis,Digital Marketing.