

# SHAAHED RADWAN

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Toronto, ON, CA



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Recruiter,  
Simply Group,  
Toronto, Ontario, Canada

Re: Marketing Manager

Dear Member of the Recruiting Team,

I am a trailblazer in the field of brand & product marketing. Armed with years of experiences in brand strategy & planning, consumer & business analysis, campaign execution, product launches, advertising & delivering growth- you will find my strengths quickly turn into in-demand assets - this is why I am highly interested in the position of Marketing Manager.

I hold an MBA in marketing combined with 5+ years of experience in brand marketing & communications where my strategic and executional capabilities contributed in building #1 brand, tripling sales revenue and doubling awareness of the brands. I was a part of SNT (JV between Schibsted, Naspers and Telenor) & GSK Consumer Healthcare where I performed the same responsibilities expected and required for this position. Most importantly, I offer a history of proven results, as evident by the few of following marketing accomplishments

<b>Marketing Strategy &amp; Planning</b>	<ul style="list-style-type: none"><li>• Developed &amp; executed annual marketing &amp; promotional plans with focus on awareness generation, user acquisition and revenue growth.</li><li>• Prepared forecasts and contributed in inventory management</li><li>• Analyzed competition and market trend for diversifying product &amp; categories</li></ul>
<b>Performance Analysis &amp; Growth Delivery</b>	<ul style="list-style-type: none"><li>• Conducted performance evaluation of marketing campaigns (based on business metrics) and optimized when necessary to improve outcome.</li><li>• Analyzed competitive scenario and identify business opportunities.</li><li>• Delivered 3x revenue growth, 3x distribution growth, Creating #1 brand (70% market share), 72% consumption growth.</li><li>• Assumed ownership for P&amp;L. Managed A&amp;P, delivered healthy margin and met Key Performance Metrics (KPIs)</li></ul>
<b>Campaign Executions &amp; Communications / Advertising</b>	<ul style="list-style-type: none"><li>• Developed contents and communications based on consumer &amp; competition insights, and market data</li><li>• Developed marketing plans and delivered campaigns across channels: traditional media marketing (tv, print, outdoor), social &amp; digital media marketing, trade marketing, shopper marketing &amp; trade shows</li></ul>
<b>Team &amp; Agency Partners Management:</b>	<ul style="list-style-type: none"><li>• Experienced working smoothly with cross-functional teams (including global teams) for regular brands and new launches (sales, supply-chain, finance, legal), multiple agencies (creative, media, digital, research, PR) and vendors</li></ul>

I believe you would need an exceptionally capable resource to undertake the role and I was excited when I found out that I have all the required skills set for the job. I firmly believe my experience and skills set can help your organization in achieving sustainable business growth, develop insight driven and user focused brands and bring positive influence in the workplace.

I thank you for your consideration and would welcome the opportunity to meet to further discuss the specifics of your requirements. In the meantime, I am enclosing my resume for your review and I hope you will not hesitate to contact me at 437 388 3866 or via email at shaahed.radwan@gmail.com to arrange a meeting/call. Thank you again for your time and I look forward to speaking with you soon.

Sincerely,  
Shaahed Radwan