

SHAAHED RADWAN

Award-winning & Consumer-centric brand marketing professional, great communicator, highly organized, team-player & growth-driven – seeking to become Marketing Manager with Simply Group

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Toronto, ON, CA

EXPERIENCE



Retail Specialist – TP-Link Canada Inc.
Feb 2020 – Present

Delivering growth to business through planning & executions of retail campaigns

- Analyze sales for Canadian retails (point-of-sale), category & competition, develop and execute retail and category specific plans and deliver growth in sales revenue
- Revamped reporting process for continuous monitoring of business and competition



Telecommunications Sales – S&P Data, Toronto
Jul 2018 – Jan 2020

Ensured outstanding customer service and standards for leading Telco clients based in Canada & US.



Marketing Specialist – June5, Advertising agency
Sep 2017 – Jan 2018

Developed strategic marketing pitch presentation and managed agency operations

- Won 2 projects for social media & consumer activation



Marketing Manager – SnT and OLX, Online Classifieds (E-commerce)
Sep 2014 – Jun 2017

Led development of Omnichannel marketing plan with emphasis on strategic initiatives, communications channels (owned, earned & paid) & budget management

- Achieved 2x & 1.2x volume growth in 4 months in fashion & bike categories by developing Go-to-market strategies & executing them in market
- Developed insight-based communications (traditional, digital & social media) & contents to drive relevant interest, awareness and acquisitions. Evaluated campaigns to optimize & amplify plans to increase market share & brand equity
- Saved \$130k+ by streamlining & re-organizing media strategy, team & spends.



Brand Manager – GlaxoSmithKline Consumer Healthcare
Jul 2010 – Aug 2014

Responsible for integrated brand marketing plans & delivering growth

- Defined brand strategy, developed multi-year marketing plans, managed financials (A&P) and managed portfolio comprised of 4 brands & 10 SKUs
- Increased revenue by 3x with 70% market share (Functional beverage portfolio)
- Delivered 72% consumption growth & built Junior Horlicks to 2nd largest HFD brand
- Led innovation project with Global cross-functional team for Glaxose-D
- Analyzed sales trend, prepared forecasts supported with omni-channel campaigns, consumer promotion and retail strategy (Traditional print, tv and social media)
- Assumed accountability for all aspects of brand management including brand planning & executions, competition analysis, marketing budget, research, distribution, media, promo & packaging management -in collaboration with cross-functional teams (finance, sales, customer activations, logistics, R&D & operations)

ACHIEVEMENTS

- 3x** revenue with **70%** share
- Developed **#1** brand, **#1** App
- 2x** Brand awareness

SKILLS

Marketing Management

- Develop, execute & evaluate marketing & promotional programs
- Competitive analysis & Forecast
- Digital, Print & Content marketing
- User awareness & acquisition
- Promotions, pricing, packaging
- Communications and Media plan
- Project Management

Uncovering Insights

- NPd POS, AC Nielsen, Sirius
- In-depth analysis of consumers, competition, market & product to generate business insights

Business Management

- P&L and budget ownership
- Business Analysis and reporting

Teams & Partner Management

- Cross-functional teams
- Agencies, vendors, disties

SOFT SKILLS

- Interpersonal, organizational & presentations skills
- Analytical & data-driven
- Ability to adapt, lead & influence
- Verbal communications skills
- Flexible, Self-motivated

EDUCATION

MBA in Marketing

North South University
Graduated in 2010

AWARDS

- SPIRIT Award:** SnT, 2016
- EDGE Award:** GSK Consumer Healthcare, UK, 2012
- Business Innovation Award:** GSK Consumer Healthcare, 2011

Agency
Partners

