

SHAAHED RADWAN

437 388 3866

shaahed.radwan@gmail.com

linkedin.com/in/shaahed-radwan

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 6Hi Taryn,
I hope you are doing great.

I came across a post you shared for the opening of the Marketing Manager position at Simply Group and reaching out as I am very interested in it.

A bit about myself: I am a marketer - by profession and passion! In my 6+ years of marketing career with leaders like GSK Consumer Healthcare & SNT (a JV by Schibsted, Naspers, and Telenor), I have delivered this one thing called 'Growth' (in revenue, market share, ranking, preference, acquisition & retention). And I did this through my craving for developing data-driven strategies and executing campaigns across traditional (TV, print, experiential) & digital (social media, email, display) marketing channels. This is precisely why I was very excited to find out that I have all the skills required for the job.

I would love to have a chance to learn more about what specifics for the role and maybe we can discuss my fit for the same. Please let me know at your convenience. In the meanwhile, I am also attaching my resume herewith for your reference.

Looking forward to connecting with you.+ 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

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

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