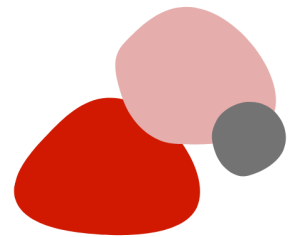


NINA GAD

SR. MARKETING MANAGER



Email: ninagad@outlook.com
Phone: +16475342799

PROFESSIONAL PROFILE

10+ years of marketing communication, brand management, product marketing, and customer centricity communication experience, working on generating demand, enhancing customers experience, leveraging journey maps, and growing brand awareness through direct and digital Omni-channel marketing platforms. Developed and executed lead and demand generation campaigns, and identified insights and opportunities for growing business and upgrading different services and products. Developed marketing strategies, content, and designed value propositions and user journey maps/experience for the (Financial/IT/Education) sectors.

QUALIFICATIONS

Digital Marketing - Content Marketing – Product Marketing – Integrated Marketing Communications – Go-To-Market Planning – Digital Communications – SEO – Customer Centric Communication – Brand Management – Marketing Communications Strategy – B2B Account Based Management – Customer relationship Management – Campaign Designing

TECHNICAL SKILLS

- Google Analytics
- HubSpot CRM/Email
- SEO/Basic SEM
- Slack/Basecamp
- Hootsuite/Buffer
- Basic InDesign
- Basic Power BI
- LinkedIn SlideShare
- Drupal/Wordpress
- Basic HTML/CSS
- MailChimp Email Marketing
- Data visualization/Infographic

EDUCATION

Journalism and Mass Communications – Masters of Art

AUC| 2004

PERSONAL DEVELOPMENT/CERTIFICATES

Business Innovation Certificate

University of Toronto| 2019 - Postponed

Agile Project Management Certificate

Brain Station-Toronto| 2019

Digital Analytics Certificate

George Brown-Toronto| 2017

Digital Communications DIPLOMA

Digital Marketing Institute-Ireland| 2013

ACCOMPLISHMENTS

- Launched products/programs in North/South Africa, MENA, and North America (Canada)
- Launched an e-brokerage company in 2007 – got acquired by Shuaa Securities in 2010
- Launched a digital marketing startup in 2011 – it got acquired in 2015
- Worked on launching products like (HPS Platform/ Virtual EHSQ/SmartPen/Broker Tracker app) with a budget of \$200 up to \$1.5M
- Published Reality TV Viewers Power of Voting Uses and Gratifications dissertation in 2004
- Launched a digital marketing agency and developed business models for 4 successful businesses
- Developed a B2B Amazon like marketplace business model plan for Ontario Educational Sector

EXPERIENCE

B2B PRODUCT MARKETING BUSINESS PARTNER (FT)

FCT | 01/2020 – July 2020

Leading messaging and positioning for FCT insurance RLS products while driving integrated go-to-market planning and executing cross-functionally with product, customer success, and the sales teams

- *Articulating products/programs value proposition and messaging, and designing data driven marketing campaigns.*
- *Positioning and driving residential insurance products and refinance program sales growth plan including new sales and existing client upsell, cross-sell.*
- *Developing, adapting and executing B2B marketing programs to increase market awareness, generate demand, and grow sales.*
- *Creating and managing integrated, scalable segmentation plans that targets generating net-new contacts, leads, and revenue.*
- *Developing a lead and demand generation marketing strategy for (Home Protection Solutions) and (Broker Tracker) platform and apps via sales enablement collaterals, fact sheets, webinars, online workshops, emails, blog posts, and presentations.*

SENIOR MARKETING LEAD (FT)

OECM | 04/2017 – 07/2019

Worked on identifying B2B customer segmentation and journey mapping. Overlooked the development of the new OECM B2B marketplace business model.

- *Assisted in the development and execution of B2B/B2G communication strategies, maintained strong relationships with stakeholders in other departments, and managed relationships with third-party agencies as required.*
- *Crafted compelling content across different marketing channels and social media platforms (Landing pages, presentations, social media posts and calendar, reports, KPI dashboards, webinars, workshops, email marketing campaigns, etc.).*
- *Designed customer's journey maps and executed go-to-market strategies for corporate e-Marketplace new feature launches (positioning, naming, visual communications, competitive analysis, and feature prioritization) for Accelerate to Market communication project and School Bus Safety digital social media campaigns.*

MARKETING COMMUNICATIONS MANAGER/CONSULTANT

IDEOLOGIST | 06/2011 – 06/2015 + 01/2016 - 01/2017 (FT/Contract)

Ideologist was a digital marketing startup with offices in Dubai UAE, Toronto, and Montreal. We worked on supporting SMEs and startups by creating business models for different products/services and activating it online via different Omni- channels and platforms – startup was acquired and dissolved in 2015.

- *Helped clients transform into digital enterprises that continue to develop and innovate with speed, at scale.*
- *Developed account-based integrated marketing strategies for customer-centric communications across multiple channels and worked on delivering data-driven targeted customer strategies and initiatives.*
- *Worked with cross-functional teams to create integrated marketing programs (digital, traditional, Omni channel) to grow cloud based apps and platforms, other products and services pipeline and revenues.*
- *Optimized digital marketing programs across all digital channels and levers, including precision marketing, and analytics-enabled, one-to-one personalization.*
- *Developed business models, value propositions, customer segmentation, collateral/content production (creative briefs, surveys, business cases, brochures, infographic, contact reports, fact sheets, etc.) and corporate business innovative initiatives and strategies.*
- *Created assets to support sales team for new product launches including videos, demo scripts, messaging workshops, and competitive win sheets.*
- *Overlooked market research, ROI studies, positioning, messaging, buyer's journey, persona development, pricing, packaging, go-to-market planning, marketing collateral, and sales enablement strategies.*

PROJECT COMMUNICATION SPECIALIST

FRIENDS OF GREENBELT FOUNDATION | 08/2016 – 01/2017 (Contract)

- Assisted with 2016 Annual Report content creation and production.
- Coordinated Greenbelt Foundation 2016/2017 Toronto Star marketing campaign.

B2B MARKETING SPECIALIST

MANULIFE – WEALTH ASSET MANAGEMENT | 08/2015 – 01/2016 (Contract)

- Acted as main point of contact between Toronto and Boston office for all MAM projects and communications.
- Supervised legal and compliance requirements for all materials, with attention to targeted audience and differentiated requirements based on client profile.
- Developed content for Wealth Asset Management team presentations, business cases, and fact sheets and assisted in creating standard and customized proposals and byline collaterals.

BRITISH AMERICAN TOBACCO S. ACCOUNT MANAGER

MEMAC OGILVY | 04/2010 – 05/2011 (FT)

Memac Ogilvy is part of Ogilvy and Mather Worldwide, a specialized design agency providing corporate identity, packaging and retail branding. Managed British American Tobacco brands and products launches in Africa, and the MENA region.

- *Developed creative briefs to build creative assets, performed all reviews including compliance, production of advertising and collateral materials in print and digital formats and trafficking final media files to agency.*
- *Worked with creative team on developing go-to-market and POP campaigns to increase BAT brand awareness and activation in the MENA region and South Africa.*
- *Conducted market research and worked on setting goals and tracking KPIs and metrics to measure ROI on major marketing activities/campaigns, including revenue opportunity generation.*

MARKETING COMMUNICATIONS MANAGER

SHUAA SECURITIES – NILE ONE BROKERS | 2006 - 2009