

SHAAHED RADWAN

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

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Toronto, ON, CA

EXPERIENCE



Aug 09 – Aug 14

GlaxoSmithKline



Sep 14 – Jun 17



Sep 17 – Jan 18



Jul 18 – Jan 20



Feb 20 – Present

Brand Manager

GlaxoSmithKline Consumer Healthcare

Responsible for brand management, marketing plan execution & delivering growth

- Developed brand strategy & 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 by developing strategies; executing TV, print & social media campaigns; retail activations; display; sampling; experiential activations and with new launches

- Delivered 72% consumption growth for Junior Horlicks by leveraging consumer insights & market opportunities. Executed innovation projects & other brand plans: media marketing campaigns; consumer activation; couponing & communications

- Managed marketing budget and periodic reporting on brand and business KPIs

- Assumed complete accountability brand growth & delivered it by partnering with cross-functional teams (finance, field sales, customer activations, R&D & operations)

Marketing Manager

SnT and OLX, Online Classifieds (E-commerce)

Set strategic direction (long & short term), developed annual marketing plans. Managed media & budget with focus on user acquisitions and retention.

- Achieved 2x & 1.2x volume growth in 4 months in fashion & bike categories with proper segmentation, focused digital marketing & data-driven decision-making

- Grew 2x brand awareness by implementing social & digital marketing campaigns (including email campaigns) with A/B testing and regular optimizations

- Developed contents & communications for traditional and digital media marketing
- Set-up marketing automation, database management & managed forecasts

- Conducted campaign analysis and evaluated market performance on regular basis from available internal, competitive and AC Nielsen data.

Marketing Specialist

June5, Advertising agency

Developed strategic marketing pitch presentation and managed agency operations

- Won 2 projects for social media & consumer activation

Telecommunications Sales

S&P Data, Toronto

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

Retail Specialist

TP-Link Canada Inc.

Delivering revenue growth through planning & executions of retail campaigns

- Analyze sales for Canadian retails (point-of-sale), category & competition

- Plan and execute retail and category specific plans and deliver revenue growth

- Revamped monthly report for continuous monitoring of business and competition

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, Nielsen panel, Sirius
- Google Analytics, Xiti, Appsflyer, Sociabaker
- Qualitative & Quantitative Consumer research

Analytics tools & Automation

- AdWords, Facebook, Email
- Criteo, Amplitude, Kenshoo

Partner Management

- Agency, Vendros, Distributors

SOFT SKILLS

- Interpersonal, presentation, multitasking & communication skills
- Strong Analytical skills
- Driven & able to meet deadlines in fast-paced environment
- Leadership & Entrepreneurial skill

EDUCATION

MBA in Marketing (2010)

North South University

AWARDS

SPIRIT Award: SnT, 2016

EDGE Award: GSK CH, UK, 2012

Innovation Award: GSK CH 2011

Agency
Partners

