

Professional Summary

Results-driven Management Professional with 12+ years of experience in Strategic Communications, Marketing, and Public Relations. Proven track record of driving business growth through innovative marketing strategies and exceptional leadership. Skilled in navigating complex organizational landscapes to foster collaboration and achieve goals.

Professional Experience

Director of Marketing & Communications (MG09)

Inazuma.co | January 2020 - Present

Senior Marketing Manager (MG07)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased brand visibility by 35% through targeted social media campaigns.
- Developed and executed a market research project that informed a successful product launch.

Responsibilities:

- Managed a team of 4 in marketing operations.
- Coordinated with cross-functional teams for product launches.

Marketing Communications Specialist (MG04)

Pinnacle Communications | March 2015 - May 2018

Key Achievements:

- Enhanced corporate communications through the development of a company newsletter, resulting in a 25% increase in employee engagement.
- Successfully managed the social media presence of a key client, increasing followers by 50% in 6 months.

Responsibilities:

- Assisted in the planning and execution of marketing events.
- Provided support in market research projects.

Junior Marketing Coordinator (MG02)

GreenWave Media | January 2013 - February 2015

Key Achievements:

- Contributed to the development of a successful online advertising campaign, which saw a 20% increase in website traffic.
- Assisted in the coordination of a large-scale event, resulting in positive feedback from attendees and stakeholders.

Responsibilities:

- Supported the marketing team in daily operations.
- Conducted preliminary market research for potential clients.

Education

Master of Business Administration (MBA) with a focus on Marketing

Harvard Business School | 2012

Relevant Coursework:

- Marketing Strategy
- Corporate Communications
- Market Research Methods

Technical Skills

Marketing & Communications:

- Marketing Strategy
- Marketing Communications
- Corporate Communications
- Public Relations
- Media Relations

Digital & Social Media:

- Social Media Marketing
- Digital Marketing
- Online Marketing
- Online Advertising

Research & Planning:

- Market Research
- Strategic Planning
- Research

Event & Customer Service:

- Event Management
- Customer Service
- New Business Development

Content Creation:

- Proofreading