

Professional Summary

Results-driven Marketing and Business Development Executive with 12+ years of experience driving revenue growth, enhancing brand value, and leading cross-functional teams. Proven track record of successfully launching products, forging strategic partnerships, and developing innovative marketing strategies that captivate diverse audiences.

Professional Experience

Senior Vice President, Business Development & Marketing

Inazuma.co | January 2020 - Present

Director, Marketing & Business Development

Eclipse Inc. | June 2018 - December 2019

Key Achievements:

- Conceptualized and executed a multi-channel marketing campaign, yielding a 25% increase in brand awareness.
- Negotiated a strategic partnership with a leading tech firm, resulting in a 15% increase in sales.

Responsibilities:

- Developed and implemented marketing strategies across digital, social, and traditional media.
- Led a team of 8 in business development and marketing efforts.

Senior Manager, Business Development

Lumina Ventures | March 2015 - May 2018

Key Achievements:

- Identified and secured funding for 3 start-ups, with a total investment of \$5 million.
- Built and maintained relationships with key stakeholders, including investors and partners.

Responsibilities:

- Sourced and evaluated potential investment opportunities.
- Collaborated with the investment team to structure deals.

Marketing Manager

Pulse Advertising | January 2012 - February 2015

Key Achievements:

- Created and executed a social media strategy, increasing followers by 500% in 6 months.
- Developed and managed the launch of a new product line, resulting in a 20% increase in sales.

Responsibilities:

- Managed the development of marketing materials and campaigns.
- Coordinated trade show appearances and product launches.

Education

Master of Business Administration (MBA)

Harvard Business School

Relevant Coursework:

- Marketing Strategy
- Business Development
- Finance

Technical Skills

Marketing & Business Development:

- Product Marketing
- Marketing Strategy
- Business Development
- Strategy
- Sales
- Retail
- Event Planning

Digital & Media:

- Mobile Devices
- Digital Media
- Digital Marketing
- Digital Strategy
- Social Media
- Social Media Marketing
- Media Buying

Brand & Product Management:

- Brand Development
- Brand Management
- Product Launch
- Merchandising
- Branding & Identity
- Trademarks

Miscellaneous:

- E-commerce
- Integrated Marketing
- Start-ups
- Sponsorship
- Go-to-market Strategy
- Relationship Marketing
- Trade Shows
- Consumer Electronics