

Professional Summary

Results-driven Sales Professional with 12+ years of experience in driving business growth through strategic marketing, team management, and effective communication. Proven track record of launching breakthrough products, enhancing brand perception, and fostering strong vendor relationships.

Professional Experience

Senior Sales Director (SA09)

Inazuma.co | January 2020 - Present

Sales Manager (SA07)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased sales revenue by 25% within the first year through targeted marketing campaigns.
- Successfully managed a team of 5, resulting in a 30% increase in team productivity.

Responsibilities:

- Conducted market research to identify new business opportunities.
- Developed and implemented sales strategies to meet quarterly targets.

Senior Marketing Coordinator

Pulse Marketing Agency | March 2015 - May 2018

Key Achievements:

- Conceptualized and executed a social media campaign that boosted followers by 500% in 6 months.
- Collaborated with the design team to launch a new product line, resulting in a 20% increase in sales.

Responsibilities:

- Coordinated with vendors for event management and product launches.
- Assisted in the development of marketing materials and press releases.

Marketing Assistant

GreenWave Enterprises | January 2012 - February 2015

Key Achievements:

- Assisted in the creation of a corporate identity package that enhanced brand recognition.
- Helped in organizing corporate events, resulting in positive feedback from attendees.

Responsibilities:

- Maintained and updated the company website and social media platforms.
- Supported the marketing team in campaign planning and execution.

Education

Technical Skills

Software Proficiency:

- Microsoft Office (Excel, PowerPoint, Word)
- Windows

Marketing & Communications:

- Marketing Strategy
- Digital Marketing
- Content Management
- Corporate Communications
- Public Relations
- Email Marketing
- Facebook Marketing

Management & Leadership:

- Team Management
- Negotiation
- Management
- Communication

Creative Skills:

- Content Strategy
- Editing
- Creative Writing
- Web Content Writing

Event & Project Management:

- Event Planning
- Event Management
- Campaign Management
- Vendor Relationship Management