

## Professional Summary

Results-driven Deputy Manager of Marketing & Sales with 8+ years of experience in the automotive industry, driving business growth through strategic planning, team management, and data-driven sales strategies. Proven track record of success in developing and executing marketing campaigns that boost brand visibility and revenue.

## Professional Experience

### Deputy Manager - Marketing & Sales (SA09)

Inazuma.co | January 2020 - Present

### Senior Sales Manager

Veloce Motors | June 2018 - December 2019

#### Key Achievements:

- Increased sales by 25% within the first year through targeted marketing initiatives.
- Successfully managed a team of 10 sales representatives, achieving a 95% sales target hit rate.

#### Responsibilities:

- Developed and executed regional sales strategies.
- Conducted market research to identify new business opportunities.

### Marketing & Sales Coordinator

Turbo Auto Parts | March 2015 - May 2018

#### Key Achievements:

- Designed and implemented a social media campaign that increased followers by 500% in 6 months.
- Collaborated with the sales team to launch a new product line, resulting in a 15% increase in quarterly sales.

#### Responsibilities:

- Assisted in planning and executing marketing events.
- Analyzed sales data to provide insights for future marketing strategies.

### Sales Representative

Pinnacle Automotive Group | January 2012 - February 2015

**Key Achievements:**

- Consistently met or exceeded monthly sales targets, earning 'Sales Representative of the Quarter' twice.
- Built strong relationships with clients, resulting in a 30% increase in repeat business.

**Responsibilities:**

- Engaged with customers to understand their automotive needs.
- Maintained a thorough knowledge of vehicle features and pricing.

## Education

**Master of Business Administration (MBA) - Management**

Harvard Business School | 2012

## Technical Skills

**Management:**

- Team Management
- Strategic Planning
- Business Development

**Marketing:**

- Digital Marketing
- Market Research
- Campaign Development

**Sales:**

- Sales Strategy
- Client Relationship Management
- Data Analysis for Sales Insights