

Professional Summary

Results-driven Senior Marketing Executive with 12+ years of experience in driving business growth through innovative marketing strategies, team leadership, and customer-centric approach. Proven track record of success in brand management, sales management, and event planning across diverse industries, including real estate.

Professional Experience

Senior Marketing Executive (SA12)

Inazuma.co | January 2020 - Present

Marketing Manager

Elevate Inc. | June 2018 - December 2019

Key Achievements:

- Conceptualized and executed a product launch event, attracting over 500 attendees and generating \$1 million in sales within the first quarter.
- Developed and implemented a social media strategy, increasing followers by 500% and engagement by 200% within 6 months.

Responsibilities:

- Managed a team of 3 marketing coordinators
- Conducted market research and competitive analysis
- Collaborated with the sales team to develop targeted marketing materials

Marketing Coordinator

Pinnacle Realty | March 2015 - May 2018

Key Achievements:

- Assisted in the launch of a new residential project, resulting in 75% of units sold within the first year.
- Created and implemented an email marketing campaign, increasing open rates by 30% and conversion rates by 20%.

Responsibilities:

- Coordinated event planning and execution
- Developed marketing materials (brochures, flyers, etc.)
- Maintained the company's CRM system

Junior Marketing Executive

Apex Advertising | January 2012 - February 2015

Key Achievements:

- Contributed to the development of a successful advertising campaign, increasing client sales by 12%.
- Assisted in the creation of marketing materials for various clients.

Responsibilities:

- Conducted market research and analyzed competitor data
- Assisted in the planning and execution of marketing events
- Coordinated with the design team to develop marketing materials

Education

Advance Programme in Marketing Management

Indian Institute of Management (IIM) Calcutta | 2011

Technical Skills

Marketing:

- Integrated Marketing
- Marketing Strategy
- Marketing Management
- Marketing Communications
- Brand Development
- Brand Management
- Brand Communication

Sales and CRM:

- Sales Management
- Customer Relationship Management (CRM)
- Sales

Digital Marketing:

- Social Media Marketing
- Media Planning

Event and Project Management:

- Event Management

- Event Planning
- Product Launch
- Product Launches

Strategy and Planning:

- Business Strategy
- Strategic Planning
- Market Planning
- Business Planning

Leadership and Team Management:

- Team Management
- Leadership
- Management
- Team Building

Research and Analysis:

- Market Research
- Marketing Research
- Competitive Analysis

Miscellaneous:

- Advertising
- Public Relations
- Corporate Communications
- Vendor Management
- Product Development
- Real Estate