

KOMAL ZAMBRE

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London, UK

komaldz1

Portfolio-Komal

EXPERIENCE

Marketing Associate

Bas 1 Embroidery & Printing Ltd

February 2024 – Present

London, UK

- Developed and executed a multi-channel brand strategy within budget, including a company logo refresh and marketing plan, which drove a 30% surge in brand recognition within Q1.
- Led data-driven marketing initiatives (Social, SEO, Email) resulting in 40% increase in website traffic and 15% growth in sales revenue.
- Leveraged market research to identify trends and growth opportunities to expand client base and improve KPI by 15%.

Marketing Associate

Corazon Homes Ltd

August 2023 – January 2024

Dubai, UAE

- Streamlined marketing operations & Reduced marketing expenses via cross-functional collaboration & brand analysis.
- Supported Marketing Manager to optimize asset management & post-campaign analysis.
- Improved business strategy & KPI tracking, leading to 10% increase in ROI.
- Developed impactful UAE marketing campaigns, boosting customer engagement by 15%.

Marketing and Business Development Assistant

GB DMC Ltd

January 2023 – July 2023

London, UK

- Developed targeted marketing campaigns & materials for FIT & Group segments, enhancing communication.
- Executed lead gen initiatives, driving 20% B2B client growth to secure 3 partnerships.
- Improved partnership campaign effectiveness through CRM-driven management and collaboration.

Marketing and Social Media Manager

Enactus Greenwich

January 2022 – December 2022

London, UK

- Managed Marketing Team, exceeding community growth, surpassing engagement targets by 40%.
- Delivered high-impact marketing & media plans, securing successful campaigns for key partners like SAP, British Airways, Amazon, Unilever, and Enterprise Rent-A-Car.
- Increased social media engagement by 50% with strategic media marketing & audience-focused content.

Project Lead

Studio Sthapati

January 2021 – August 2021

Aurangabad, India

- Developed DEM (Digital Elevation Model) Using SNAP Satellite Data for Aurangabad Gandheli.
- Designed a self-sustaining energy plan through GIS analysis utilizing renewable resources (Solar, Wind,Water) resulting in the first self-sustaining energy plan for the Marathwada region.

ACHIEVEMENTS

- Winner Early-Stage Project in Enactus UK EXPO 2022 - Received Funding of GBP 2000 by SCHRODERS.
- Finalist, Action4Impact by British Airways - Bee sustainable project.
- Won Runner-Up Finalist (out of 60 teams) in the UK Enactus competition (Enactus Greenwich) with the Bee Sustainable Project.

SKILLS

Marketing Strategy

Market Research

Project Management

Email Marketing

Data Analytics

Content Marketing

Finance

Campaign Management

Google Marketing Platform

Customer Journey Optimization

CRM Management

Social Media Marketing

Resource Management

Microsoft Office Suite

HubSpot CRM

Canva

SEMrush

Mailchimp

Adobe Creative Cloud

Meta Business Suite

CERTIFICATIONS

Google Ads Video Certification

Google Analytics

SQL Essential Training - Linkedin Learning

Meta Social Media Marketing

Google Ads

Google Digital Marketing & E-commerce

Meta Marketing Analytics Foundation

Writing That Sells Pro - Terribly Tiny Tales

EDUCATION

M.B.A. in International Business
University Of Greenwich Business School
January 2022 - January 2024

B.Tech. in Civil Engineering
MGM's Jawaharlal Nehru College of Engineering
July 2017 - July 2021

POSITION OF RESPONSIBILITY

- Commercial Director Bee Sustainable at University of Greenwich, London.
- Student Peer Mentor at University of Greenwich, London.
- Marketing Co-Ordinator TEDx at MGM Jawaharlal Nehru Engineering College, India.
- Co-Head at 'Swayambhu' Technical event at MGM Jawaharlal Nehru Engineering College, India.
- Student Mentor at MGM Jawaharlal Nehru Engineering College, India.

LANGUAGES

English

French