

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 a multi-channel rebranding & performance marketing strategy, driving a 30% brand recognition surge in Q1.
- Supporting the data team to design a market mix model to optimize budget allocation for FY 2024-2025.
- Conducted market research to identify target audience trends and growth opportunities, resulting in strategic marketing campaigns that expanded the client base and boosted KPIs by 15%.

Marketing Associate

Corazon Homes Ltd

August 2023 – January 2024

Dubai, UAE

- Performed A/B testing and budget experimentation to create engaging marketing campaigns, resulting in a 45% increase in customer engagement within UAE market.
- Supported marketing manager in implementing marketing attribution models to optimize campaign targeting, leading to a 15% growth in qualified leads.
- Implemented a data-driven business strategy focused on KPIs, resulted in a 10% ROI improvement and streamlined marketing operations.

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.

SKILLS

- Email Marketing
- Market Research
- Data Analytics
- Marketing Strategy
- Project Management
- Content Marketing
- Budget Experimentation
- Campaign Management
- Google Marketing Platform
- Market Mix Model
- 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

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.

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.