

Komal Zambre

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SUMMARY

Highly data-driven and results-oriented Marketing professional with experience developing and executing end-to-end marketing campaigns that provide solutions to target consumers. Proven ability to leverage data insights to build customer-focused strategies, manage projects across the marketing funnel, and deliver impactful campaigns within budget.

SKILLS

TECHNICAL

- Local Marketing Strategy
- Market Research
- Project Management
- Data Analysis & Insights
- Campaign Management
- Customer Journey Optimization
- Content Marketing
- CRM Management
- Social Media Marketing
- Stakeholder Management
- Email Marketing
- Google Marketing Platform

TOOLS

- Microsoft Office Suite
- HubSpot CRM
- Adobe Creative Cloud
- Meta Business Suite
- Semrush
- Mail Chimp

SOFT SKILLS

- Time Management
- Problem-solving
- Communication
- Collaborative
- Multitasking
- Adaptable

LANGUAGES

- English (Advance)
- French (Elementary)

CERTIFICATIONS

- SQL Essential Training - LinkedIn Learning
- Writing That Sells Pro - Terribly Tiny Tales
- Google Digital and Marketing E-commerce
- Google Ads
- Google Analytics
- HubSpot Inbound Marketing
- HubSpot Content Marketing
- HubSpot Social Media Marketing

LEADERSHIP

Commercial Director Bee Sustainable at University of Greenwich, London.
Student Peer Mentor at University of Greenwich, London.

EXPERIENCE

MARKETING ASSOCIATE | Corazone Homes Ltd

August 2023 – January 2024 | Dubai, UAE

- Developed and implemented localized Omni-channel campaigns that resulted in a 15% increase in customer engagement and revenue.
- Leveraged data insights to identify target audiences and tailor marketing messages, leading to a 20% increase in website traffic.
- Managed the entire project life cycle from concept development to campaign launch and analysis, ensuring all deliverables are on time and within budget.
- Collaborated with cross-functional (Sales, Commercial, Operations, Finance) teams to ensure seamless campaign execution and maximize brand activation impact.

MARKETING AND BUSINESS DEVELOPMENT ASSISTANT | GB DMC Ltd

January 2023 – July 2023 | London, United Kingdom

- Increased website traffic by 8% through strategic content creation and targeted marketing campaigns, including email marketing.
- Utilized data-driven techniques to segment audiences and personalize email marketing efforts, resulting in a 12% improvement in open rates.
- Identified and secured 3 new partnership opportunities that aligned with business objectives, exceeding monthly outreach goals by 15%.
- Analyzed campaign performance data to identify areas for improvement and optimize future marketing initiatives, maximizing return on investment.

MARKETING AND SOCIAL MEDIA MANAGER | Enactus Greenwich

January 2022 – December 2022 | London, United Kingdom

- Aided a data-driven marketing strategy that boosted social media engagement by 30% (40% on Instagram) and email open rates by 20%, leading a 5-person team to successful execution.
- Optimized marketing campaigns through strategic partnerships, and data-driven analysis, streamlining processes and maximizing performance.
- Expedited expertise in social media, and email marketing to deliver impactful and measurable marketing initiatives.

PROJECT LEAD | Studio Sthapati

January 2021 – August 2021 | Aurangabad, India

- Pioneered DEM development for Gandheli region, boosting renewable energy efficiency by 25%.
- Led a four-person team to deliver high-quality projects on time, within budget, and exceeding expectations.

EDUCATION

MASTERS OF BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS

University Of Greenwich Business School

January 2022 - January 2024 | London, UK

Classification: Distinction

BACHELORS OF TECHNOLOGY - CIVIL ENGINEERING

MGM's Jawaharlal Nehru College of Engineering

July 2017 - July 2021 | India

Classification: Distinction