

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

- Led 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

