

# Kevin Cardoza

Experienced marketing professional with a diverse background and 2.5 years + of experience in marketing coordination, associate, and managerial roles. Successfully executed strategies, managed campaigns, and delivered impactful results. Skilled in digital marketing, campaign optimization, and market research. A collaborative team player with strong analytical abilities. Ready to contribute to driving marketing success in a dynamic environment.

## Contact

### Phone

949-998-0959

### Email

Kevincardoza425@yahoo.com

### Address

Queens, Elmhurst, 11373, NY

## Education

2023

**Masters in digital  
communication Media**  
Westcliff University, CA

2020

**Bachelors in Management**  
Mumbai University

## Certifications

Inbound Marketing Certified

Social Media Certified

## Expertise

CRM

Customer Service

Microsoft

Office

Adobe

Marketing

Event Planing

## Experience

### Dec 2022- PRESENT

International Institute For The Brain (iBRAIN), New York.

#### Marketing Associate

As a marketing associate, I am responsible for executing various marketing activities to support the overall marketing strategy. I assist in developing and implementing marketing campaigns across multiple channels, including digital marketing, social media, and email marketing. I utilize CRM systems to manage customer data, analyze customer insights, and create targeted marketing communications. Additionally, I play a key role in event organizing, coordinating logistics, managing vendor relationships, and ensuring seamless execution. I actively contribute to market research efforts, competitor analysis, and campaign performance tracking. Through my strong attention to detail, organizational skills, and ability to work collaboratively, I effectively contribute to achieving marketing goals and driving customer engagement.

### Jan 2020- April 2021

Mangal Singh Brothers, Pvt Ltd, Navi Mumbai, India

#### Marketing Manager

As a marketing manager, I successfully planned, implemented, and managed comprehensive marketing campaigns that included digital marketing, content creation, social media management, and email marketing. I conducted market research and competitor analysis to identify target audiences and develop targeted messaging strategies. Additionally, I collaborated with cross-functional teams to create compelling marketing materials and coordinated promotional events to enhance brand visibility. I also monitored campaign performance, analyzed data, and made data-driven decisions to optimize marketing strategies. Through effective leadership and teamwork, I consistently achieved and surpassed marketing goals, driving business growth and increasing customer engagement.

### Jan 2019- Jan 2020

Mangal Singh Brothers, Pvt Ltd, Navi Mumbai, India

#### Marketing Coordinate

I played a vital role in supporting marketing initiatives and ensuring their successful execution. I assisted in developing marketing strategies and campaigns, including content creation, social media management, and email marketing. I conducted market research and competitor analysis to gather insights and inform marketing decisions. Additionally, I collaborated with cross-functional teams to coordinate and execute promotional events, manage marketing materials, and monitor campaign performance. I also maintained marketing databases, tracked expenses, and assisted in budget management. Through my attention to detail, strong organizational skills, and ability to multitask, I effectively contributed to the overall marketing efforts and helped achieve marketing objectives.