

KATARINA NOVAK

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EXECUTIVE SUMMARY

Senior marketing leader with 10+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Social Media Marketing	Instagram	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Marketing Director

Cisco | 2014 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1245+ employees
- Delivered \$1M+ in annual revenue growth through strategic social media marketing implementations
- Built and led global teams of 29 professionals across 5 countries
- Reduced operational costs by 29% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | University of Zurich | 2012

Bachelor of Science in Digital Marketing | University of Zurich | 2010

Professional Certifications:

- HubSpot Content Marketing