

Amara Okafor

amara.okafor@email.com | +129-715-9047 | Milan, Italy

PROFESSIONAL SUMMARY

Accomplished Marketing Analyst with 22 years of progressive experience in Marketing. Demonstrated expertise in Product Marketing, Go-to-Market, Positioning with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Product Marketing	Go-to-Market	Positioning
Competitive Analysis	Launch Strategy	

PROFESSIONAL EXPERIENCE

Marketing Analyst | IBM

2013 - Present | Milan, Italy

- Spearheaded marketing initiatives that delivered 29% improvement in operational efficiency
- Led cross-functional teams of 5 professionals across multiple high-impact projects
- Architected and implemented Product Marketing solutions resulting in \$121K annual cost savings
- Established best practices and mentored 3 team members, improving overall team productivity by 36%

Marketing Analyst | Airbnb

2010 - 2013

- Developed and maintained go-to-market applications serving 50K+ users
- Collaborated with product and design teams to deliver 8 major feature releases
- Optimized system performance resulting in 31% reduction in response time

EDUCATION

Bachelor of Science in Economics

National University of Mexico | 1996

CERTIFICATIONS

- Salesforce Marketing Cloud
- Google Ads Certified
- HubSpot Content Marketing

LANGUAGES

English | Portuguese