VIKRAM REDDY

vikram.reddy@email.com • +352-993-7032 • Tel Aviv, Israel

EXECUTIVE SUMMARY

Senior marketing leader with 21+ 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

Email Marketing Mailchimp Process Optimization

Stakeholder Management P&L Responsibility Change Management

PROFESSIONAL EXPERIENCE

VP of Marketing

Zara | 2003 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1390+ employees
- Delivered \$8M+ in annual revenue growth through strategic email marketing implementations
- Built and led global teams of 25 professionals across 6 countries
- Reduced operational costs by 24% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | Duke University | 2000 Bachelor of Science in Business Administration | Duke University | 1998

Professional Certifications:

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