

Ravi Singh

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PROFESSIONAL SUMMARY

Accomplished Senior Marketing Manager with 14 years of progressive experience in Marketing. Demonstrated expertise in Brand Management, Creative Strategy, Campaign Management with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Brand Management	Creative Strategy	Campaign Management
Market Research	Analytics	

PROFESSIONAL EXPERIENCE

Senior Marketing Manager | IKEA

2017 - Present | Lima, Peru

- Spearheaded marketing initiatives that delivered 45% improvement in operational efficiency
- Led cross-functional teams of 15 professionals across multiple high-impact projects
- Architected and implemented Brand Management solutions resulting in \$158K annual cost savings
- Established best practices and mentored 8 team members, improving overall team productivity by 28%

Marketing Manager | TechCorp Solutions

2013 - 2017

- Developed and maintained creative strategy applications serving 37K+ users
- Collaborated with product and design teams to deliver 16 major feature releases
- Optimized system performance resulting in 28% reduction in response time

EDUCATION

Bachelor of Science in Digital Marketing

NYU Stern | 2006

CERTIFICATIONS

- Salesforce Marketing Cloud