

Adora Montminy

Senior Marketing & Communications Manager

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CONTACT

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123 Anywhere St., Any City www.reallygreatsite.com

EXPERIENCE

Senior Marketing Manager

Studio Shodwe · April 2021 - Present

Manage marketing and communications responsibilities for 3 brands with a combined \$3.2M budget. Specialising in new product launch campaigns.

Highlights:

- Developed integrated and cross-company campaigns to increase brand awareness and double sales year on year.
- Produced media kits for all campaign launches and worked closely with the PR agency to deliver above target press coverage.
- Advised leadership team on strategic consumer marketing opportunities to capitalise on unmet market needs.

Marketing Manager

Studio Shodwe · April 2020 - April 2021

Responsible for the online customer service processes and marketing content across multiple social media channels.

Highlights:

- Collaborated with UX designers to improve customer experiences which resulted in a significant decrease in abandoned carts.
- Achieved targets on all campaigns and reduced site bounce rate by 30%.
- Peer-voted team member of the year.

Communications Manager

Salford & Co. · April 2019 - April 2020

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Highlights:

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Marketing Co-ordinator

Salford & Co. · April 2019 - April 2020

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AREAS OF EXPERTISE

New Product Launches
Marketing & PR Campaigns
CRM Email Marketing
Team Leadership Negotiation
Stakeholder Management
Budgeting Presenting

EDUCATION

Bachelor of Commerce
Major: MarComms
Minor: English
Ginyard International Co. 2019

SHORT COURSES

Artificial Intelligence in Marketing
Ginyard International Co. 2022

UX + UI Design
Ginyard International Co. 2021

AWARDS

Gold Award for Most Innovative Campaign
Studio Shodwe Consumer Campaign 2021

Borcelle Merit Award
Salford & Co. Brand Campaign 2021

Borcelle Excellence & Effectiveness Award
Salford & Co. PR Campaign 2021

REFERENCES

Available on request.