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 54A Reihana Street, Orakei, Auckland 1071

WORK EXPERIENCE

I am a marketing professional with over 6 years of experience leading marketing initiatives across various industries looking to grow further in my career. I have an enthusiastic and energetic personality with a relentless desire to challenge, learn and improve.

EDUCATION

The University of Auckland (2017-2019)

- Masters of Management in Marketing

De La Salle University - Manila, Philippines (2013-2017)

- Bachelors in Marketing Management

SKILLS

- Campaign Management
- Data Analysis and Insights
- Customer Behavior Analysis
- Team Collaboration
- Strategic Planning
- Marketing Mix Optimisation
- Communication & Interpersonal
- Technology Proficient
- Project Management
- Adaptability and Resilience
- Client Relationship

Marketing Manager

NexDo | November 2020 - Present | www.nexdo.co.nz

- Launched startup NexDo in New Zealand (5 cities)
- Implemented marketing mix strategies across various channels encompassing both above-the-line (ATL) and below-the-line (BTL) activities
- Developed and implemented strategic marketing plans targeting top customers
- Evaluate marketing channel performance to optimise budget utilisation and reduce customer acquisition costs
- Strategise and set up marketing automation on numerous streams
- Employ data analysis skills to generate actionable insights, driving data-backed decisions in campaign design and optimisation
- Manage and delegate tasks to the marketing team - digital, SEO, content, and design
- Manage relationships with agencies for PR, Media, and Branding
- Manage and allocate budgets on different channels
- Customer lifecycle management to increase repeat rate
- Grew sales by 473% in 2022 by executing a marketing strategy mix
- Achieved month-on-month sales growth of 15-20% since launch
- Oversee and maintain stable KPIs, including customer acquisition cost, repeat rate, and sales growth
- Conducted in-depth analysis of customer behavior to identify trends and opportunities, resulting in a 15% increase in customer engagement and a 10% rise in customer spend.
- Collaborate with department managers at NexDo including Operations, Finance, Customer Service, and CEO to ensure goal attainment

Marketing Coordinator

Texas Chicken New Zealand | September 2019 - September 2020

- Ran digital and traditional campaigns that increased yearly brand awareness and sales by 20%
- Planned communications and promotions strategies
- Coordinated sponsorships including vouchers, coupons, promotional material, and advertising
- Coordinated design and advertising placement with advertising and media agencies
- Planned social media content and handled community management

TOOLS

- Google Analytics
- Google/Facebook Ads Manager
- Excellent MS Excel Proficiency
- Adobe Suite
- MailChimp
- WordPress
- SEMrush
- Freshworks CRM

CERTIFICATIONS

- Microsoft Excel
- Google Ads Manager
- Google Analytics
- Advanced SEO

LANGUAGES

- English
- Hindi
- Filipino (Tagalog)
- Punjabi

- Undertook market research and competitor analysis
- Wrote and executed marketing plans and sales reports
- Communicated key messages effectively to customers, suppliers, and employees of Texas Chicken
- Launched new restaurant in a new city (Hamilton)

Category, Campaigns & Community Analyst

Shopee Philippines | August 2016 - July 2017 | www.shopee.ph

- Created SEO and SEM strategies that increased traffic by 32%
- Planned and executed marketing events and campaigns
- Developed social media strategies together with the marketing team
- Content planning and community management
- Handled and monitored company's official social media platforms (Facebook, Instagram, and Twitter) using social tools like Hootsuite

Advertising Internship

Cheil Worldwide | January 2016 - June 2016

- Collaborated advertising ideas for Samsung's campaigns
- Proposed a marketing plan for Samsung A-Series as part of my final undergraduate thesis
- Prepared regular reports and reviews on technology trends
- Analysed brand and competitor performance