

## SUMMARY

Versatile and results-driven Marketing Professional with 4+ years of experience in B2B and B2C marketing, campaign management, content creation, and digital strategy. Proven ability to lead cross-functional teams, execute data-driven marketing initiatives, and drive brand visibility across APAC and A/NZ markets. Strong interpersonal communicator with a creative mindset and hands-on experience in startups, education, finance, and tech sectors.

## EDUCATION

### LaTrobe University, Melbourne

Master's in Marketing  
2019-2021

### University of Delhi, Delhi

Bachelor of Commerce  
2015-2018

## SKILLS

- Digital Marketing & SEO/SEM
- Campaign Strategy & Execution
- Social Media Management
- Content Creation & Copywriting
- CRM & Email Marketing (EDMs)
- Stakeholder Engagement
- Event Planning & Trade Shows
- Adobe Photoshop & Canva
- Website & Blog Management
- Market Research & Analysis

## CERTIFICATIONS

- Marketing Skills Certificate
- Email Marketing
- Adobe Photoshop CS

## PROFESSIONAL EXPERIENCE

### Marketing Manager

International College of Melbourne – Jan 2024 – Dec 2024

- Planned and executed advertising campaigns and high-quality content tailored for various digital channels to drive student enrollment and create brand awareness.
- Oversaw production of marketing materials across digital and print platforms.
- Led strategies for product positioning, pricing, and channel selection targeting international students.
- Conducted market research to identify opportunities for course promotion.
- Collaborated with admissions to assess applications and enhance communication.

### Marketing Officer

Greythorn Asset Management – May 2023 – Dec 2023

- Developed integrated marketing campaigns to boost customer acquisition.
- Managed content for social media, email, and influencer collaborations.
- Created proposals, presentations, and wireframes for financial products.
- Oversaw website design and conducted performance analysis of campaigns.
- Coordinated events and webinars to enhance client engagement.

## INTERNSHIP & EARLY EXPERIENCES

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**Marketing Officer** – ACET Global (2020–2021)

**Marketing Intern** – Practera (Dec 2020)

**Marketing Intern** – ACET Global (Aug–Nov 2020)

**Content Writer/Blogger** – Campus Drift (2016–2017)

**Business Development Intern** – Scoot (Nov–Dec 2017)

## VOLUNTEERING & LEADERSHIP

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- Staff-Student Partner, La Trobe University
- Student Advisory Group Member, 2020
- International Host, Welcoming and onboarding new students

## PROFESSIONAL ATTRIBUTES

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- Strong communicator with multicultural team experience
- Highly organized and deadline-oriented
- Adaptable, self-motivated, and always eager to learn
- Strong understanding of the digital landscape and different channels

## Channel Marketing Specialist

ACA Pacific A/NZ – Jun 2022 – May 2023

- Managed marketing initiatives for Australian and New Zealand markets.
- Created newsletters, technical content, and social media campaigns.
- Organized tradeshow and developed promotional materials and merchandise.
- Worked closely with internal stakeholders and vendors on brand alignment.
- Analyzed performance metrics and recommended optimizations.
- Managed digital channels and ensured that all the contents align with the company's guidelines, tone, style and blueprint

## Business Development & Marketing Officer

Victorian International Academy – Jun 2021 – May 2022

- Executed marketing plans tailored for the education sector.
- Led a remote marketing team and oversaw content creation and SEO strategy.
- Designed digital and print campaigns to reach international students.
- Maintained partnerships with RTOs and education agents.
- Assisted admissions with student applications and CRM communications.

Looking forward to speaking with you and sharing my experiences.