

Resume

Name

Address

City, State

Phone number

Email Address

Marketing / Business Development Professional

Professional Profile

- A strong background in the marketing field, with 15 years of experience.
- Effective project management skills, necessary for planning, and implementing marketing campaigns.
- Equipped with multi-tasking skills; I can operate under pressure without reduction in work quality.
- Able to be a team player. I specialize in working with teams to achieve set goals.
- I am a quick learner; I can acquire skills quickly; can flourish in an ever changing work environment.

Educational Profile

- **MBA** – Specialized towards marketing – London School of Business, London (2013)
- **Bachelor of Commerce (Marketing)** – Harvard Business School (1999)
- **High School Diploma** – Washington High School (1995)

Career Accomplishments

Coca-cola Company

Manager, Business Development and Marketing, South Africa

- Designed the Ongoing strategic plan, the marketing plan, and operational plan for the organization. Resulted in increased revenue streams by more than 25%.
- Performed quarterly competitive analysis of the organization's strengths and weaknesses.
- Designed the new marketing communication for the company.
- Improved cost efficiency of operations and marketing campaigns

Nike (2000 – 2007)

Assistant manager, Global Marketing and Business Development

- Participated in the designing of the new global marketing campaign and business development for the organization.
- Played a key role in the evolution of the Nike brand in emerging countries.
- Conducted marketing campaigns in Lagos, Nigeria, and Cairo, Egypt.
- Participated in the online social media marketing plan for the organization.

Target

Marketing project Manager

- Designed the new online marketing strategy for the organization thus increasing the e-commerce revenues for the organization.
- Trained and coached human resource to handle emerging challenges posed by ICT in the marketing field.