

DHEERAJ.A

DIGITAL MARKETER

ABOUT ME

A seasoned marketing team leader with a Master's degree in Media & Communications, recognised for creative problem-solving abilities in crafting compelling campaigns. Committed to fostering a collaborative team environment and dedicated to nurturing the growth and development of team members.

WORK EXPERIENCE

Senior Marketing & Advertising Manager Aldenaire & Partners

May 2020 - Present

- Effectively developed marketing tactics and managed marketing relationships with essential Licensing and International partners.
- Ensured that all trade and consumer facing strategies were integrated by creating sell sheets and other materials.
- Managed an event budget, facilitated eight trade shows and ensured events were effectively and consistently used to drive marketing results.
- Met and exceeded all targets nationwide on every campaign.

Marketing Manager, Digital Content and Merchandising Salford & Co.

April 2017 - March 2019

- Developed and effectively implemented site merchandising strategies that led to increased sales for eight straight quarters.
- Recognised improvement opportunities across the user journey and developed brand-specific content strategies.
- Created a quarterly playbook to support product launches.

Digital Advertising Operations Executive Thynk Unlimited

June 2016 - April 2017

Provided exceptional customer support that resulted in repeat and increased business from six new advertisers. Was awarded team member of the year for my deep understanding of the new clients' unique advertising needs and goals.

Digital Advertising Intern Thynk Unlimited

April 2016 - May 2016

Established and maintained excellent relationships with strategic partners internally and externally, and exceeded all targets.

CONTACT

Phone Number: +123-456-7890

Email: hello@reallygreatsite.com

Social Media Accounts: @reallygreatsite

Website: www.reallygreatsite.com

Address: 123 Anywhere St., Any City

EDUCATION

Master of Media & Communications

Warner & Spencer

Bachelor of Business - Marketing Major

Giggling Platypus Co.

SHORT COURSES

Artificial Intelligence in Marketing, 2022

Hanover and Tyke

UX + UI Design, 2021

Hanover and Tyke

REFERENCES

Available on request.