

Jithin Ignatious

Puthupalliparambil House, Kuruplavu Road, Fort Kochi, Ernakulam, Kerala

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Personal Statement

Marketing Professional with 6+ years of corporate experience in development and implementing marketing campaigns across multiple channels. Efficient, innovative and methodical marketing manager with extensive experience of supporting sales departments by reviewing, developing, defining marketing strategy. Can relate well with people at all levels and has the flexibility of working well as part of a team or individually. Comfortable working in a fast-paced, hands-on, growth oriented work environment and possessing a proven ability to ensure that brand messages, standards, and communication are understood and implemented effectively.

Now looking forward to a making significant contribution to the marketing department of a company that offers genuine opportunities for progress

EDUCATION

University of Technology and Management, Shillong

Masters in Business Administration – Marketing and Event Management (2012-2014)

MBA Industrial Training – Indian School of Petroleum and Energy Studies, Delhi.

MBA Research Project – Event as the Promotional Tool for Tourism

Mahatma Gandhi University, Kottayam

Bachelor's in Business Administration (2006-2009)

BBA Research Project – Viral Marketing

Sree Narayana Guru Higher Secondary School, Ernakulam

Higher Secondary, Commerce (2006)

Kerala Government

Gujarat Higher Secondary School, Mattancherry

SSLC, Kerala Government (2004)

WORK EXPERIENCE

ABC Study Links

Marketing Manager

February 2016 – Doing

In a corporate critical role making a substantial contribution to the future growth of the company, Responsible for all business marketing, researching and planning campaigns, including the delivery and results of a key strategic initiative.

Duties

- Developing a marketing team to implement strategy and delivering on objectives.
- Design, implement and facilitate an effective international marketing strategy.
- Carrying out effective research and intelligence into competitor service.
- Overseeing and managing financial budgets.
- Manage daily activities with PR, press, and marketing communications agencies.
- Develop partnerships and relationships with third parties to meet strategic objectives.
- Identifying key marketing opportunities.
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- Online campaigns, our site, use of digital/social media.
- Budget setting and control, including measurement and return on investment.
- Management of conferences, seminars, and events.
- Exceptional project and time management skills.
- Monitoring & reporting to senior's on the effectiveness of strategies.
- Setting the scope, implementation, management & review of marketing campaigns.

GEO Pvt. Ltd.

Marketing Manager

August 2014 - January 2016

Core Marketing, responsible for developing and maintain commercially productive relationships with both new and old clients. Also in charge of identifying every sales lead and of making the most out of every opportunity to increase revenue and profitability.

Duties

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Co-ordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Planning and implementing, promoting campaigns
- Monitor and report on the effectiveness of marketing communications.
- Competing for a documentation and administrative records, fully and accurately.

Ernakulam Finance and Kuries Pvt.Ltd.

Marketing Executive

August 2009 – February 2012

Duties

- Planning, developing and implementing effective marketing communication.
- Using the full marketing mix for the company's marketing communications
- Effective content writing for all marketing collateral, including brochures, letters, emails, and websites.
- Undertaking detailed ongoing competitor analysis and reporting with particular references to pricing, presentation and promotions.

PERSONAL DETAILS

Father : P.J.Ignatious
Mother : Mini Ignatious
Family : Puthupalliparambil House
Date of Birth : 21 July 1987
Gender ; Male
Marital : Single
Language Proficiency : English, Malayalam, and Hindi

REFERENCE

Mrs Deepa Dan
General Manager
ABC Study Links
+91-484-4131111

I Hereby declare that all the above information is actual and complete to the bet of my knowledge.