

SHWETHA MENON

Marketing Professional

647-673-9810



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222 Elm St, M5T1K5



SUMMARY

Experienced marketing professional with a proven track record of driving brand awareness and customer engagement through strategic campaigns and innovative digital marketing initiatives. Skilled in market research, data analysis, and campaign optimization to deliver impactful results and exceed business objectives.

EDUCATION

Lambton College

Marketing Management – Digital Media

Kohinoor Business School

Masters in Marketing

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Experience in digital marketing tactics

CERTIFICATIONS

- Professional certificate in Digital Marketing

PROFESSIONAL EXPERIENCE

Sales Associate

Zara- Inditex Canada| 2021- Present

- Leading and carrying out the visual merchandise plans for the store based on product lifecycle and inventory.
- Overseeing seasonal changes and setup; carrying out markdowns; floor plan and special promotion display

Marketing Coordinator - Intern

Redfitters| 2022

- Researching keywords and assisting with Search Engine Optimization
- Collecting quantitative and qualitative data from the campaigns
- Creating paid search reports, analyzing campaign performance along with optimization recommendations for continuous improvement.
- Updating websites, and landing pages to ensure the content is accurate

Global Business Development Manager

Sinasta Maritime| 2020-2021

- Developing and managing the marketing department's budget
- Supporting the network with administrative needs, such as marketing support, sponsorship, and event planning.
- Cold-called 50+ potential clients daily, with a closing rate of 10% to 20%.
- Assisted in optimizing website content.

Marketing Associate

Praveen Hotels| 2019-2020

- Developing and reviewing marketing materials
- Engaging in proactive online reputation management by surfacing relevant guest comments (positive or negative) in social media channels and responding accordingly.
- Developing a comprehensive PR plan and press releases per quarter along with the agency.