

MARRIN JOBANPUTRA

Brand Marketing Manager

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PROFILE

Results-driven Brand Marketing Manager with 5 years of experience in developing and implementing effective marketing strategies to elevate brand image and drive revenue growth. Skilled in analyzing market trends, creating compelling campaigns, and managing cross-functional teams. Expertise in digital marketing, social media management, and content creation. Proven success in enhancing customer engagement, increasing brand awareness, and generating sales leads. Adept at fostering strong relationships with internal and external stakeholders to maximize marketing efforts and achieve business objectives.

LINKS

[linkedin.com/in/marrinjobanputra](https://www.linkedin.com/in/marrinjobanputra)

SKILLS

SEO

Google Analytics

Social Media Management

Content Creation

Adobe Creative Suite

CRM Software

A/B Testing

LANGUAGES

English

Mandarin

EMPLOYMENT HISTORY

Brand Marketing Manager at The Marketing Squad, MO

Feb 2023 - Present

- Successfully increased brand awareness by 45% within a year, through the implementation of targeted marketing campaigns and strategic partnerships with key industry influencers.
- Achieved a 30% growth in revenue for the company by optimizing marketing budgets, resulting in a more efficient allocation of resources and improved ROI on marketing initiatives.
- Led a team that developed and executed a highly successful product launch, generating over \$2 million in sales within the first six months and garnering extensive positive media coverage.

Assistant Brand Marketing Manager at Momentum Worldwide, MO

Sep 2018 - Jan 2023

- Successfully launched a new product line which generated \$1.2 million in revenue within the first year, exceeding initial sales targets by 20% and contributing to a 15% overall increase in brand market share.
- Implemented a data-driven marketing strategy that led to a 30% increase in customer engagement, resulting in a 25% boost in conversion rates and a 10% reduction in customer acquisition costs within six months.
- Developed and executed a highly targeted social media campaign that garnered over 50,000 new followers across platforms, leading to a 35% increase in online sales and a 20% uptick in overall brand awareness within the first quarter of the campaign.

EDUCATION

Bachelor of Arts in Marketing and Brand Management at University of Missouri, Columbia, MO

Aug 2014 - May 2018

Relevant Coursework: Marketing Principles, Brand Strategy, Consumer Behavior, Digital Marketing, Advertising and Promotion, Market Research, Product Management, Sales and Retail Management, and Integrated Marketing Communications.

CERTIFICATES

1. American Marketing Association (AMA) Professional Certified Marketer (PCM®)

Jan 2022