

Zhinkal V Sonie

Marketing & Client
Engagement
Manager

Contact

Phone

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E-mail

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Skills

Marketing

Business marketing

Marketing Communications

Content marketing

Marketing Strategies

Marketing strategy

Creative writing

Proofreading

Relationship cultivation and
retention

Up-selling and cross-selling
techniques

Interpersonal and client
communications

Creative Marketing Specialist eager to work with top clients. Bringing deep understanding of IT & startup related products, market conditions and customer preferences. Ready to apply skills and 6+ years of experience to new position with long-term potential.

Work History

2014-02 -
2020-05

Marketing & Client Engagement Manager

Creative Mantra, Mumbai, Maharashtra

- Wrote engaging and successful marketing, advertising and website copy.
- Developed campaigns and specific marketing strategies for clients.
- Created documentation outlining research findings for use by project managers, customers and other marketing staff to make accurate decisions about future plans.
- Mentored and guided executive team during business development decision-making to optimize profitability, marketing strategy and communications planning.
- Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation and adjusting production schedules.
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
- Fostered customer trust by addressing concerns and needs using targeted problem-solving.
- Assessed client needs and developed plans to adequately address current and future objectives.
- Recommended new products to clients and maintained solutions-oriented problem-solving for long-term client relationships.
- Managed revenue models, process flows, operations support and customer engagement strategies.
- Liaised with sales, marketing and management teams to develop solutions and accomplish shared objectives.

Software

Basic understanding of
HTML, CSS & Java

Work well with Windows &
Mac OS

Languages

English

Hindi

2008-03 -
2014-01

Operations Executive

K.B.Jewellers

- Evaluated suppliers by assessing quality, timeliness and compliance of deliveries to maintain tight cost controls and maximize business operational efficiency.
- Increased company profits through performance optimization strategies and efficiency improvements.
- Established clear management goals and devised systems to track results for effective decision making.
- Built and strengthened relationships across functional leadership areas to keep revenue development and operational plans interconnected and effective.
- Strategically coordinated operations according to objectives and capabilities, effectively allocating resources to meet demands
- Applied excellent problem-solving, process development and strategic implementation skills to lead and support all areas of operations.
- Developed policies and procedures for operational processes to comply with standards and regulations.
- Created and managed knowledge base to offer staff and customers immediate informational access to products, services and organization.
- Set, enforced and optimized internal policies to maintain efficiency and responsiveness to demands.

Education

2005-02 -
2006-12

Masters of International Business

University Of Wollongong - Dubai, U.A.E

2002-02 -
2005-01

Bachelor of Commerce: Specialisation: Marketing

University Of Wollongong - Dubai, U.A.E