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# Amar Singh

## Marketing Director

A seasoned marketing director with a proven track record in developing and implementing comprehensive marketing strategies, managing multimillion-dollar budgets, and leading high-performing teams at global companies like Procter & Gamble and Unilever. Certified Marketing Management Professional (CMMP), Certified Professional Marketer (CPM), and Professional Certified Marketer (PCM) with a demonstrated ability to increase brand awareness, boost sales, and improve marketing efficiency through data-driven decisions.

## CONTACT



(123) 456-7890



email@example.com



LinkedIn



Miami, FL 12345

## KEY SKILLS

- Marketing campaign management
- Strategic business planning
- Team leadership and motivation

## PROFESSIONAL EXPERIENCE

MARKETING DIRECTOR | PROCTER & GAMBLE, CINCINNATI, OHIO  
JUNE 2017 – PRESENT

- Developed and implemented a comprehensive marketing strategy that increased brand awareness by 30% and boosted sales by 20%
- Managed a \$5 million marketing budget, allocating funds to various campaigns and tracking expenditures to ensure a good return on investment
- Led and mentored a team of 10 marketing professionals, providing feedback and guidance to ensure effective performance and achievement of the company's marketing goals

SENIOR MARKETING MANAGER | UNILEVER, ENGLEWOOD CLIFFS, NEW JERSEY  
JULY 2015 – MAY 2017

- Played a key role in the strategic planning process, identifying target audiences and setting marketing objectives that aligned with the company's business goals
- Managed multiple marketing campaigns, resulting in a 25% increase in customer engagement and a 15% increase in sales
- Used data analysis and reporting to track the success of marketing initiatives and make data-driven decisions, leading to a 20% improvement in efficiency

## EDUCATION

BS in Marketing  
University of California, Berkeley, California

Master of Business Administration (MBA) with a focus on Marketing  
Harvard Business School, Boston, Massachusetts

Master of Marketing Management  
Northwestern University, Evanston, Illinois

## PROFESSIONAL DEVELOPMENT

- Certified Marketing Management Professional (CMMP), International Institute of Marketing Professionals
- Certified Professional Marketer (CPM), American Marketing Association
- Professional Certified Marketer (PCM), American Marketing Association