

POULOMI SARKAR

Marketing Manager & Assistant to Managing Director

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poulomi-sarkar

Strategic and Accomplished Marketing Specialist with a strong command of SEO, Social Media Strategy, and Brand Development. Skilled in designing impactful campaigns and cultivating lasting client relationships to drive business growth. Targeting opportunities across managerial functions to leverage creativity and data-driven insights to elevate brand presence and deliver measurable success.

PROFILE SUMMARY

- M.A. (Global Advertising & Branding) from University of Southampton, United Kingdom, with 3.5 years of experience in Marketing, focusing on digital strategies and brand identity management.
- Currently working as Marketing Manager and Assistant to the Managing Director at Airflow (Nicoll) Ventilators Ltd., UK, leading SEO-focused marketing campaigns, managing social media, creating & editing content, executing email marketing, designing promotional materials, & organizing events to boost brand visibility and client engagement.
- Acquired 300 new contacts through exhibitions and boosted orders by 50,000 to 70,000 units through targeted marketing efforts; reduced product costs by 60% by recommending outsourcing for product procurement.
- Excelled in building strong client and stakeholder relationships, fostering collaboration and trust; gained deep insights into market analysis and consumer behavior, crafting data-driven strategies aligned with business goals.
- Developed skills in market research, strategic planning, and communication, with expertise in both B2B and B2C marketing.
- Proficient in executing impactful marketing strategies and enhancing brand visibility through Campaign Management, Content Creation, and Brand Development, with a strong understanding of both Western and Indian markets.
- Committed to ongoing professional growth, staying updated on the latest marketing trends and technologies to drive business growth.

EDUCATION

- 2023 Master of Arts (M.A.) in Global Advertising and Branding from University of Southampton, United Kingdom
- 2021 Bachelor of Arts (B.A.) in Mass Communication and Journalism from Amity University, Kolkata, India

EXTRACURRICULAR ACTIVITIES

- First Runner-up, Future Worlds Cohort, University of Southampton, UK | 2022
- First Runner-up, Times Fresh Face, Times of India, Kolkata, India | 2021
- First Runner-up, Short Film Competition, B.N. Sarkar Memorial Award, Kolkata, India | 2017
- President, Rotaract Club of Calcutta Midwest, Kolkata, India | Jun'20 – Dec'21

TECHNICAL SKILLS

- Software Proficiency:** MS Office, Photoshop, Canva, Dear System, Adobe Acrobat, OneDrive
- Digital Marketing:** SEO, Social Media Management, Email Marketing
- Content & Campaigns:** Content Writing, Campaign Development, Event Planning

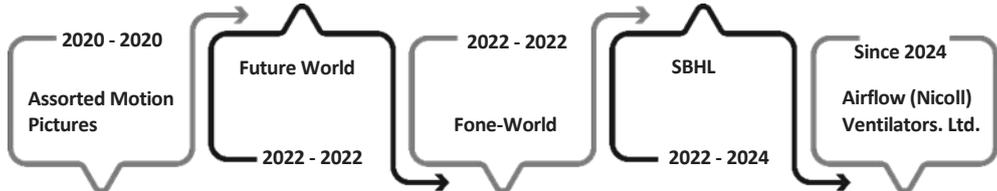
ACADEMIC ACHIEVEMENTS

- Merit in M.A. in Global Advertising and Branding, University of Southampton | Jun'23
- Distinction in B.A. in Mass Communication and Journalism from Amity University, Kolkata | Jun'21

CORE COMPETENCIES

- Product Marketing & Positioning
- Customer Segmentation
- B2B & B2C Marketing
- Campaign Strategy Development
- Public Relations & Media Relations
- Market Positioning
- Content Creation & Management
- Brand Management & Communication
- Event Marketing & Management

CAREER TIMELINE



WORK EXPERIENCE

Since Feb'24 | Marketing Manager and Assistant to Managing Director | Airflow (Nicoll) Ventilators. Ltd., UK

Key Result Areas:

- Leading SEO-driven campaigns to align with business goals and enhance brand visibility across platforms.
- Managing social media channels, developing content that resonates with target audiences and drives engagement.
- Organizing exhibitions and online events, ensuring smooth logistics and impactful presentations.
- Creating and proofreading marketing content to ensure alignment with brand guidelines and consistency.
- Developing creative marketing strategies to improve brand perception and expand market reach while monitoring industry trends.
- Designing promotional materials including posters, banners, and artworks, that boost brand visibility and foster audience engagement.
- Executing email marketing campaigns that attract new clients, increasing lead generation and conversion rates.

Highlights:

- Increased customer retention through targeted marketing and improved customer service.
- Gained experience in outsourcing.

Nov'22 – Mar'24 | Marketing and Communication Officer | SBHL, UK

Key Result Areas:

- Organized and executed impactful events and email campaigns, ensuring alignment with organizational goals and community engagement objectives.
- Managed weekend operations, negotiated contracts, and coordinated event logistics to ensure smooth execution.
- Worked closely with management to improve operational efficiency through the strategic planning and implementation of marketing initiatives.
- Promoted collaboration through team-building activities that enhanced productivity and teamwork.
- Conducted market research to identify emerging trends and growth opportunities, providing valuable insights for marketing strategies.

Highlights:

- Improved complaint listening from **300 to 700-800 per month** through **enhanced listening** and **better planning**.
- Built strong partnerships with local charities, healthcare professionals, and community leaders to enhance outreach and foster positive relationships.
- Showcased adaptability to client needs and market shifts, ensuring the organization's competitiveness and relevance.
- Strengthened brand visibility through strategic partnerships, resulting in a **66% increase** in community engagement **within 4-5 months**.

Mar'22 – Sep'22 | Communication Officer | Fone-World, UK

Key Result Areas:

- Collaborated with the team to develop strategies aimed at improving customer engagement and retention.

Highlights:

- Delivered excellent customer service by addressing inquiries with empathy, ensuring high client satisfaction.
- Optimized order processing to increase efficiency, reduce turnaround times, and improve the customer experience.
- Reduced order processing time, enhancing operational efficiency and customer satisfaction.

Jan'22 – Mar'22 | Event Specialist | Future World, UK

- Executed SEO-driven campaigns and event logistics, using social media to boost brand visibility, attendance, and audience engagement.
- Planned and executed events, securing **2nd place** in a competition.

Jul'20 – Nov'20 | Assistant | Allied Unik Business Centre, UAE (Remote)

- Partnered with creative teams to develop innovative advertising concepts and project plans that aligned with client goals and market trends.
- Improved administrative efficiency by organizing documentation and creative assets; refined project plans and advertising concepts to achieve better results.

May'20 – Sep'20 | Social Media Manager | Sixth Sense Communications, India (Remote)

- Managed SEO-driven social media schedules, executing campaigns to increase brand awareness, user interaction, & community engagement.
- Analyzed metrics to evaluate campaign performance and optimize content strategy based on data-driven insights.



INTERNSHIPS

Jun'20 – Jul'20 | Content Writer | Assorted Motion Pictures, India (Remote)

- Developed SEO-optimized content aligned with client needs, increasing engagement and online visibility while ensuring high-quality output.
- Utilized expertise in content creation, editing, and proofreading to meet client expectations and maintain superior quality standards.

May'20 – Sep'20 | Content Creator and Volunteer | Mukti Foundation, India (Remote)

- Created SEO-optimized social media content aligned with foundation's mission, conducting research to ensure accurate content for target audience.
- Collaborated with clients and stakeholders to maximize project outcomes and community engagement.



ACADEMIC PROJECTS

Group Project: Social Media Campaign for IndySk8 (UK-based Clothing Company) | M.A. in Global Advertising and Branding

- Developed a marketing strategy targeting skaters aged **18-45**, analyzing social media and competitors, and created a comprehensive online and offline campaign with content themes, event ideas, and presented one selected campaign with **2** alternatives.

Individual Project: The Effect of Social Changes on Creative Agencies in the UK | M.A. in Global Advertising and Branding

- Studied the impact of Brexit and COVID-19 on creative agencies, advertising, and branding, concluding that innovation, technology, competition, and urbanization drove projected revenue growth **exceeding \$100 billion** by 2022.

"Closeted Thoughts" - Charitable Online Talk Show | B.A. in Mass Communication and Journalism

- Managed an online talk show raising mental health awareness, raising **INR 40,000 in 1 week** to support lockdown-affected workers and share experiences.



PERSONAL DETAILS

Languages Known : English, Hindi, Bengali, Spanish (Intermediate), Korean (learning)

Hobbies : Reading, Photography, Dancing, Cooking, Creativity, k-drama, Beauty, Fashion, Anime