

# Jerin Jacob

## Sales and Marketing Professional

Dynamic Marketing Professional with extensive experience in digital marketing, social media strategy, events management, and sales. Proven track record of developing and implementing innovative marketing strategies that drive brand awareness, engage audiences across digital platforms, and lead to significant sales growth. Adept at orchestrating successful marketing campaigns, from conception through to execution, and leveraging analytics to refine strategies and maximize ROI. Passionate about creating compelling brand stories and fostering connections between brands and their communities. Excels in fast-paced environments, demonstrating unparalleled adaptability, creativity, and a results-driven approach.

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## EDUCATION

### MSc Digital Marketing & Analytics

Middlesex University

09/2021 - 11/2023

### B.Com Accounting & Finance

De Paul Degree College

06/2017 - 10/2020

## WORK EXPERIENCE

### Marketing & Sales Specialist

Ayyarukulangara Enterprises

11/2019 - Present

Remote

Established in 2015, Prominent Mattress Dealers in Kerala, India

Achievements/Tasks

- **Sales Generation:** Improved existing sales collateral, resulting in a 20% increase in its effectiveness in conveying product value.
- **CRM and Loyalty Management:** Skilled in managing CRM systems and loyalty programs and initiatives.
- **Promotional Campaigns:** Planned and executed 15+ promotional campaigns, resulting in a 25% increase in customer engagement.
- **Email Marketing:** Experienced in email marketing for campaign/event management creation.
- **ROI Improvement:** Executed data-driven marketing campaigns that improved the return on investment (ROI) by 25% through effective budget allocation and targeting.
- **Inventory Optimization:** Implemented a demand forecasting system, resulting in a 15% reduction in excess stock and a 20% decrease in stockouts
- **Product Launch Support:** Contributed to the success of 5 product launches across South India creating marketing and sales assets and organising launch events.
- **Effective Presentations:** Developed sales and marketing presentations that garnered a 43% positive client feedback rate.
- **Lead Generation:** Executed lead generation campaign that generated 200+ high-quality leads, contributing to a 15% boost in sales pipeline growth.

## SKILLS

Business Management

Digital Marketing

Data Analysis

Market Research and Analysis

Time Management

Creativity

Teamwork

Communication

Adaptability

Analytical Thinking

Segmentation

Deliverability

Compliance

Automation

Event Coordination

MS Office

CRM Systems

Customer Service

Lead Tracking

Social Media

Public Relations

Strategy

Content Marketing

Multitasking

Collaboration

Problem-Solving

Conversion Rate Optimization

## PERSONAL PROJECTS

Crowdfunding in the UK - Transforming Innovation and Entrepreneurship. (02/2023 - 04/2023)

- Awarded Distinction (Case Study associated with Middlesex University)

Metaverse in Future; Transforming the business landscape (05/2023 - 10/2023)

## CERTIFICATES

Business Futures: Understanding Omnichannel Retailing and Supply Chains - RMIT University (04/2020 - 06/2020)

Digital Skills: Digital Marketing - Accenture (04/2020 - 06/2020)

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Arabic

Limited Working Proficiency

Malayalam

Native or Bilingual Proficiency

## INTERESTS

Technology

Music

Travel

Reading