**JUIE JITHRA**

**MARKETING PROFESSIONAL | CONSTRUCTION PROJECT MANAGEMENT**

*Vancouver, Canada | +1 236-412-8387 | juiejithra20@gmail.com | linkedin.com/in/juiejithra*

# **PROFESSIONAL SUMMARY**

Highly organized and enthusiastic Events and Marketing Coordinator with over 13 years of experience in event planning, project management, and marketing across technology and F&B industries. Skilled in coordinating logistics, managing budgets, and executing marketing campaigns utilizing social media, email marketing, and other channels to promote events and increase engagement. Proven ability to collaborate with internal and external teams, including sponsors and thought leaders, to ensure seamless event execution.

# **PROFESSIONAL SKILLS**

B2B Marketing | Event Management | Marketing Execution | Logistics | Project Management | AutoCAD | Administration | Cost Estimation | Budget Management | Stakeholder Relations | Agile Methodology | Scrum Master

# **PROFESSIONAL EXPERIENCE**

**Marketing & Sales Specialist**, Purpose Life Sciences, *Vancouver* | August 2023 – October 2023

*Recruited to strategize and support the marketing ($2m budget) and sales functions ($12m target)*

* Created and implemented a work flow for regularly generating high-quality content for demand generation and branding purposes – 2 pieces of B2B content per week
* Converted business objectives into a high-engagement website for knowledge sharing and lead-generation, attributing to 10% of overall inbound leads
* Successfully setup CRM and integrated automation tools, ensuring seamless data flow, facilitating targeted campaigns, resulting an increase of 50% in engagement rate and 30% in conversion rates
* Liaised with 4 teams to implement a mobile device management solution ensuring data privacy and protection

**Business Operations Manager,** Indish Foods Inc., *Vancouver* | November 2020 – July 2023

*Hired to setup and oversee end-to-end operations of the food truck business with revenue of $400K and 10 employees*

* Owned and led all essential processes for scheduling, inventory management, vendor management and collaboration with city officials including staff training
* Conceptualized and launched a food pop-up “Galli Nukkad” to create a unique brand experience and build stronger relationships with patrons
* Directed and trained all employees on food safety and maintaining the highest standard of quality of the products at all times
* Spearheaded sales and business development avenues leading to 50% growth y-o-y

**Marketing Director**, Affinity Global Inc., *Mumbai* | February 2019 – July 2020

*Brought on board to launch a new adtech product, revamp an existing product and direct all marketing efforts of the company with a budget of $500K*

* Spearheaded multi-city sales events and networking parties, while conceptualizing branding, communication, and engagement strategies for booths at large-scale industry events and expos, driving increased visibility and attendee interaction.
* Led and implemented the marketing launch of a new product (VEVE) in 90 days, achieving first 100 customers in 3 months
* Championed an in-depth gap analysis to revamp an existing product (SitePlug) resulting in 40% increase in revenue in H1
* Orchestrated the maintenance of 3 websites including CMS, marketing automation and data management without any downtime
* Setup a robust demand generation channel through content and email marketing. Increased inbound leads with a monthly average of 15%
* Foundational setup of sales strategy and built all the necessary processes of a sales enablement department. With the uptake of the processes, client retention rate increased by 10% and kept the customer satisfaction rate over 85%.
* 70% of sales revenue attributed to marketing and pre-sales function in 2019

**Senior Marketing Manager,** Vserv Digital Services, *Mumbai* | June 2015 - January 2019

*Hired as a Marketing Manager to play an instrumental role of program management with 6 SMEs and 3 vendors for global operations*

* Led overall marketing and sales strategy projects to successful setup and implementation
* Planned and conceptualized annual events to align with organizational outreach objectives and branding strategies, ensuring cohesive messaging and increased audience engagement.
* Owned all relationships with SMEs and rotating vendors to facilitate timely and effective execution of tasks
* Advised the CEO on strategic planning for restructuring the sales process by improvising processes and reporting structure, reducing the turnaround time to half and winning 20% more competitive bids
* Managed resource training and professional development to retain the high-performing candidates, played a pivotal role in making an employee-friendly brand

**Senior Account Executive,** Edelman, *Mumbai* | October 2011 – June 2015

* Awarded as Top Talent Employee in 2014
* Coordinated several press conferences and media product launches for consumer tech brands
* Serviced largest technology clients BlackBerry & Symantec, establishing self as key tech specialist
* Managed end-to-end communications, strategizing quarterly communications plans, and employing unique content pegs (videos, authored articles, product reviews, ratings)

# **EDUCATION & CERTIFICATIONS**

**Construction Project Management Diploma,** Brighton College, *Vancouver*, 2024

**MBA – Communications Management,** Symbiosis International University, *Pune*, *India* 2009-2011

**CAPM,** Project Management Institute (PMI), *Vancouver*. *expected in December 2024*

**Introduction to Construction Estimating,** VRCA**,** *Vancouver, July 2024*

**Project Management Certification**, Google Academy – Coursera, *Mountain View, California* 2023-2024

**Certified Scrum Master**, Scrum Alliance, *Westminster, Colorado*, January 2024

# **VOLUNTEER**

**Project Management Institute (PMI) as Engagement Lead (Government Outreach Programme),** *Vancouver, 2024*