



Saif Asif

Experienced marketing and management grad, skilled in crafting effective product, marketing strategies

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Languages

- French
- English

About

With a knack for product strategy and a 17% improvement in cross-functional collaboration at Givaudan, I bring adaptability to fast-paced retail spaces. My basic French language skills complement advanced CRM abilities and knowledge of packaging and product labelling.

BRANDS WORKED WITH

- Givaudan
- Ogilvy
- ZN Consulting

Experience



● Marketing Communications & Project Intern

ZN Consulting | Oct 2022 - Feb 2023

Assisted in developing and coordinating B2B and B2C initiatives for European market.

Assisted in the development and implementation of brand positioning strategies for clients' contributing to a 15% increase in their brand visibility.

Assisting , Monitored & ro ect and account managers in managing clients and digital projects. (Community Management)

Assisting in the management of suppliers' developing and adhering to comprehensive project plans.



● Product Marketing Intern

Givaudan | Apr 2022 - Oct 2022

Assisted in conducting market research that contributed to understanding customer needs and industry trends supporting data-driven product strategies.

Managed the creation and maintenance of comprehensive product documentation , ensuring clarity across teams and resulting in a 17% improvement in cross-functional collaboration.

Coordinated project timelines and tasks leading to a 20% increase in team efficiency and on-time delivery of three major product releases.



● Digital Marketing Executive

Ogilvy | Jan 2020 - Jun 2020

Assisted and helped the head of marketing and customer experience in developing and putting the marketing strategy into action.

Successful project management of assigned marketing initiatives, including all planning' implementation' data monitoring' competitor analysis' and reporting on ROI phases.

Education & Training

2021 - 2023

● Rennes School of Business

Master of Science, International luxury & Brand Management

2017 - 2020

● Madras Christian College

Bachelor's in Commerce, Marketing & Advertisement