



# Sakina Choudhary

Assistant Marketing Manager

📍 London, UK

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## Languages

English (Native)

Urdu (Fluent)

Gujarati (Fluent)

Hindi (Native)

## About

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Dedicated and results-driven marketing professional with over 6 years of experience. Possess a marketing qualification and a proven track record in managing end-to-end campaigns, optimizing marketing strategies, and generating leads. Dedicated and detail-oriented Marketing and Events Coordinator with a passion for project management, seeking to contribute my skills and expertise to a dynamic satellite communications organization. Excited to support the Marketing team in planning and executing a wide range of events to enhance brand visibility and engage stakeholders.

### BRANDS WORKED WITH

Aditya Birla Fashion & Retail Ltd.

Frosty Bucket Ice creams

## Experience

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### ● Business Development & Marketing Manager

Frosty Bucket Ice creams | Aug 2019 - Jun 2022

**End-to-End Campaign Management:** Successfully managed marketing campaigns from inception to execution, collaborating with global creative specialists to ensure content and strategy align with the brand image of the organization, resulting in increased brand visibility and engagement. **Content Development:** Creating copy briefs, creative briefs, photography, and project briefs under the guidance of the Marketing Manager, ensuring consistent and compelling messaging across all marketing materials. **Artwork Design Coordination:** Coordinated artwork brief completion, ensuring alignment with branding guidelines and compliance with design briefs. **Record Keeping:** Maintained accurate records and documentation related to product development activities, including master product documents, physical product archive, packaging dossier.

**Quality and Compliance:** Updated Adverse reactions and quality incidents databases, created finished product specs, and ensured compliance with nutritional specifications, supplier quotes, and Cost analysis.

Coordination and collaboration with cross-functional teams, including product, content, analytic, and pricing, both regionally and globally.

### ● Assistant Manager Marketing & Events

Aditya Birla Fashion & Retail Ltd. | Apr 2011 - Mar 2017

Successfully managed and coordinated a diverse range of events, including exhibitions, conferences, and internal/external gatherings. Demonstrated strong project management skills in planning, organizing, and executing events from conception to completion, ensuring seamless logistics and attendee satisfaction. Collaborated closely with cross-functional teams, including Marketing, Sales, and Operations, to align event objectives with overall company goals. Utilized event management software and tools to streamline processes, track budgets, and monitor event metrics, resulting in improved efficiency and cost savings.

Developed and implemented event marketing strategies, including promotional campaigns and communication plans to drive attendance and engagement. Conducted post-event evaluations, gathering feedback and analyzing key performance indicators to continuously improve event outcomes.

## Education & Training

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### ● Indira School of Career studies

Master's degree in Marketing & International Business,