





AMAR SINGH

A seasoned marketing director with a proven track record in developing and implementing comprehensive marketing strategies, managing multimillion-dollar budgets, and leading high-performing teams at global companies like Procter & Gamble and Unilever. Certified Marketing Management Professional (CMMP), Certified Professional Marketer (CPM), and Professional Certified Marketer (PCM) with a demonstrated ability to increase brand awareness, boost sales, and improve marketing efficiency through data-driven decisions.

CONTACT

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-  LinkedIn
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KEY SKILLS

- Marketing campaign management
- Strategic business planning
- Team leadership and motivation

EDUCATION

- BS in Marketing
UNIVERSITY OF CALIFORNIA,
Berkeley, California
- Master of Business Administration (MBA) with a focus on Marketing
HARVARD BUSINESS SCHOOL,
Boston, Massachusetts
- Master of Marketing Management
NORTHWESTERN UNIVERSITY,
Evanston, Illinois

PROFESSIONAL EXPERIENCE

MARKETING DIRECTOR | PROCTER & GAMBLE | CINCINNATI, OHIO | JUNE 2017 - PRESENT

- Developed and implemented a comprehensive marketing strategy that increased brand awareness by 30% and boosted sales by 20%
- Managed a \$5 million marketing budget, allocating funds to various campaigns and tracking expenditures to ensure a good return on investment
- Led and mentored a team of 10 marketing professionals, providing feedback and guidance to ensure effective performance and achievement of the company's marketing goals

SENIOR MARKETING MANAGER | UNILEVER | ENGLEWOOD CLIFFS, NEW JERSEY | JULY 2015 - MAY 2017

- Played a key role in the strategic planning process, identifying target audiences and setting marketing objectives that aligned with the company's business goals
- Managed multiple marketing campaigns, resulting in a 25% increase in customer engagement and a 15% increase in sales
- Used data analysis and reporting to track the success of marketing initiatives and make data-driven decisions, leading to a 20% improvement in efficiency

PROFESSIONAL DEVELOPMENT

- Certified Marketing Management Professional (CMMP), International Institute of Marketing Professionals
- Certified Professional Marketer (CPM), American Marketing Association
- Professional Certified Marketer (PCM), American Marketing Association