

PIJAMO NGULLIE

INTERNATIONAL MARKETING MANAGER

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PROFESSIONAL SUMMARY

Multifaceted marketing leader seeking role to combine marketing and technology to take business to the next level. Skilled in developing top-notch multi-cultural strategies that span across international borders with demonstrated ability to collaborate with cross-functional teams and campaign execution for driving growth. Experienced working with government, consumers, and corporate stakeholders. Effectively manages sales and P&L on multimillion-dollar, multi-product lines of business. Known for dynamic and innovative marketing strategies for consumer engagement and results. Ability to analyse and interpret complex findings and explain them to a variety of audiences including conveying brand narration to end customers. Tech Enthusiast and University of Pennsylvania Student.

EXPERIENCE

INTERNATIONAL MARKETING HEAD

Jun 2018 - Sep 2020 | Quarterfold Printabilities , Navi Mumbai, India

- Led International Marketing Effort of a Export House for Printed Books
- Served as a trusted confidant to the CEO, consulting on matters ranging from supply chain operations, legal, financial, materials sourcing to implementation of project management plans and strategy.
- Oversaw multiple departments including Designing, Logistics and Documentation.
- Oversaw all aspects of projects including processing, production, logistics and delivery.
- Using analytical skills developed effective marketing plans and campaigns based on historical data and Competition Analysis.
- Successfully Negotiated, Closed and Delivered projects for the Ministry of Education, Government of Tanzania
- Investigated production wastage and collaborated with engineering teams, project managers and shift supervisors leading to an increase in profitability by 10%
- Conducted Training for new executives at regular intervals on advertising, Problem-Solving, Marketing Strategy, International Business, Product Management, Financial Metrics, Analytical Skills, Business acumen, Sales and Client Engagements
- Increased Client Profitability by 15% by analyzing their and competitors supply chain, product specification and optimizing their product specifications to reduce cost.

SENIOR INTERNATIONAL MARKETING EXECUTIVE

Nov 2016 - Jun 2018 | Quarterfold Printabilities , Navi Mumbai

- Led a Cross-functional team to complete and delivery projects with strict timelines and deliver results.
- Managed projects independently for 3 Countries and Co-managed Projects in 4 other countries
- Increased profitability by analyzing logistics patterns and optimizing container loading to maximum utilization of space. Alternatively evaluated and established recommended container volume based on product specifications.
- Recorded and tracked Profit & Loss for multiple projects at any given time. Diagnosing any deviation from estimations and developing plans to reduce deviations.

- Worked with multiple outsourced partners to deliver projects in a timely manner.

JUNIOR MARKETING EXECUTIVE

Jun 2015 - Nov 2016 | Quarterfold Printabilities , Navi Mumbai, India

- Key Account Holder for clients
 - Responsible for recording Project Profit and Loss
 - Improved Estimation Sheet used for Client Quotation by taking in calculating multiple products at an instance resulting in improved turnover.
 - Tracked Quality of product at multiple phases of the projects to ensure product specification is based on client's requirement.
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EDUCATION

FUNDAMENTALS OF DIGITAL MARKETING

Google Digital Garage

MASTERS OF COMPUTER AND INFORMATION TECHNOLOGY

University of Pennsylvania , Online | 4.0 GPA

Coursework: Computer Systems, Mathematical Foundations of Computer Science, Introduction to Software Development, Data Structures and Software Design Computer Systems Programming Algorithms & Computation Database and Information Systems

BACHELORS OF BUSINESS ADMINISTRATION

St Joseph's College , Jakhama, Nagaland | Graduated in 2015 | 3.54 GPA

University Topper in Academic Field

CERTIFICATIONS

REMOTE ANDROID DEVELOPMENT COURSE (HONORS)

4 Months Course on Android App development (Kotlin)

AWS CERTIFIED CLOUD PRACTITIONER

https://www.credly.com/badges/379221e9-1612-4c9e-b0dd-a4ca550446b4?source=linked_in_profile

Earners of this certification have a fundamental understanding of IT services and their uses in the AWS Cloud. They demonstrated cloud fluency and foundational AWS knowledge. Badge owners are able to identify essential AWS services necessary to set up AWS-focused projects.

DIGITAL MARKETING CERTIFICATION: MASTER DIGITAL MARKETING

<https://www.udemy.com/certificate/UC-8e891834-e9a3-4d19-b216-0b60a85193b2/>

2021 AT&T SUMMER LEARNING ACADEMY EXTERN

https://www.credly.com/badges/90caa8a9-13a9-41cd-898e-b9545b1e5a65?source=linked_in_profile

GOOGLE DATA ANALYTICS CERTIFICATE

https://www.credly.com/badges/af2403c9-5e4c-46d6-8bad-e5475897e795?source=linked_in_profile

THE FUNDAMENTALS OF DIGITAL MARKETING

<https://learndigital.withgoogle.com/digitalunlocked/validate-certificate-code>

Certificate Code: SE4 F2J 7LE

CRASH COURSE ON PYTHON

<https://www.coursera.org/account/accomplishments/certificate/4YKDQPKH8CHV>

SKILLS

**ANTICIPATING CUSTOMER NEEDS DECISION MAKING PROBLEM SOLVING CUSTOMER SERVICE
MANAGEMENT CREATIVITY LEADERSHIP COMMUNICATION SQL R DATA AGGREGATION
DATA VISUALIZATION STRUCTURED THINKING PROJECT MANAGEMENT INTERNATIONAL MARKETING
MARKET RESEARCH AND ANALYSIS GOOGLE ADS PRODUCT STRATEGY NOSQL REACT JAVASCRIPT
WEB DEVELOPMENT**