

# RESUME

**SANGEETH Mullassery**

**Marketing & Communications Professional**



## Preface

You are looking at a switched-on and ambitious business professional with a documented track-record in Marketing, Business Development, Sales, and Media. I have delivered turn-around solutions in my roles using my communication skills, out-of-the-box strategies, and my leadership qualities.

I am multi-talented in the industry; I was the Head of Marketing & Communications for Chrysler, Jeep, Dodge, Skoda and Bentley at a local distributor. I was also an automotive journalist accredited by the Information Affairs Ministry, Kingdom of Bahrain. Further to this, as an established entrepreneur, I have started-up multiple businesses that have successfully gestated. I currently write for an online automotive magazine that covers global automotive news.

I am dynamic, with established connections with media outlets as well as social media personalities in the Kingdom of Bahrain and I will fit perfectly into a Marketing / PR / Corporate Communications role.

Sincerely



Sangeeth Mullassery

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**SANGEETH Mullassery**

**Marketing & Communications Professional**



## Education

- Master of Business Administration (MBA), Birla Institute of Technology (2011)
- Bachelor of Business Administration (BBA), Birla Institute of Technology (2008)
- High School Graduation in Commerce, Indian School, Bahrain. (2004)

## Professional Experience

- **Brakemycar.com – Online Automotive Blog & Magazine. (CR 99182-01)**

### **Editor (2019-Current)**

- Incorporated, designed, developed & launched an online Automotive Magazine / Blog;
- Source & publish quality content toward the website & its social media on a timely basis;
- Currently sourcing a network of contributors, photographers & freelancers to grow the reach of the publication;
- Optimized the website on Google Search and successfully incorporated AMP web structure;

- **Acid InfoTech Co WLL – Software Solutions Company. (CR 125277-01)**

### **Marketing & Communications Manager (2018 – Current)**

- Successfully leveraged business operations for a merger with an overseas IT company;
- Conceptualized a successful new product-line that added to the business' revenue stream;
- Researched, created and published the company's comprehensive business website and social media platforms;
- Planned, designed and executed the company's marketing strategy.

- **Nano Ceramic Bahrain WLL – Auto Detailing & Nano Coating Company. (CR 118318-01)**

### **Director of Marketing & Communications (2016 – 2018)**

- Conceptualized & successfully executed a marketing plan for this start-up business;
- Garnered trust & established repeat business through efficient use of Social media & excellent customer service;
- Successfully sourced quality product manufacturers from across the globe and formed exclusive distributorship agreements;
- Drafted and sent out Press Releases to various local media platforms and car magazines for publishing.

- **Everdry Specialized Construction Solutions Co WLL. (CR 118621-01)**

### **Marketing & PR Consultant (2017-2018)**

- Executed the communications strategy of a Specialized Coatings company;
- Sourced & established trade agreements with overseas suppliers for new product inventory;

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- Established a customer base both in Bahrain & Saudi Arabia;
- Fixed, monitored & modified product pricing strategies;

- **MaxMedia Co WLL – Arabia Motors Magazine.**

**Deputy Editor of the Gulf's oldest car magazine (2012 – 2016)**

- Sourced, produced and edited local and regional automotive content for the magazine;
- Directed Operations of the publication, meeting monthly targets for content & revenue;
- Managed the publication's team of photographers, reporters & designers to deliver quality output while meeting pre-set deadlines;
- Successfully doubled the publication's circulation in two years.

- **Ahmed Zayani & Sons WLL – Authorized distributor for American, German & British Automobiles.**

**Marketing & PR Coordinator for Chrysler, Jeep, Dodge, Skoda & Bentley (2008 – 2012)**

- Planned & executed yearly marketing campaigns for all brands;
- Worked with the Distributor's General Manager & Sales Manager to produce successful campaigns & set sales targets;
- Planned and executed new product launches;
- Liaised with the local media for editorials, advertisements and PR material on a weekly basis;

### **Summarized Business Skills**

- Google Developer Tools (Google Search Console – Google Analytics).
- WordPress CMS.
- Social Media Marketing Skills viz. Instagram, Facebook, LinkedIn, Twitter, Linkin.bio, Hootsuite.
- Excellent command of written and spoken English.
- Member of Bahrain Toastmasters Club.
- Microsoft Office Tools.

**Thank you for Reading!**

<b>Pertinent Information</b>
<ul style="list-style-type: none"><li>○ Available for immediate employment</li><li>○ Valid Bahraini Visa / Credentials</li><li>○ Year of Birth: 1987 / Aged 32 Years</li><li>○ Email: Sangeeth@brakemycar.com</li><li>○ Mobile: (+973) 3399 7159</li></ul>