Meera Thomas

Marketing Executive

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Summary

Marketing executive with three years coordinating content, email and webinar campaigns for a B2B services business. Maintains campaign calendars, checks tracking links and prepares reports that distinguish reach, enquiries and qualified leads. Works closely with design and sales colleagues.

Experience

Marketing Executive, Example Fern Business Services — Jul 2024 - Present

Kochi, India

- Coordinated a monthly campaign calendar covering email, website content and two quarterly webinars with design and sales teams.
- Rebuilt campaign-link checks and naming conventions, reducing unlabelled landing-page sessions in the monthly report from 19% to 7%.
- Supported a four-webinar series that recorded 186 registrations and 74 live attendees; reconciled follow-up outcomes with sales.
- Edited eight service explainers and maintained a review log for technical and commercial claims before publication.
- Prepared webinar landing-page briefs, checked mobile registration forms and confirmed that confirmation emails included the correct session details.

Marketing Assistant, Example Fern Business Services — Jul 2023 - Jun 2024

Kochi, India

- Maintained the campaign calendar and collected reviewed copy and design assets before launch.
- Checked registration links and prepared draft email reports for the campaign lead.

Education

B.Com in Marketing — 2020 - 2023

Example Lakeside Institute

Skills

Campaign delivery: Email coordination, Content briefs, Webinar operations, Editorial review

Measurement: UTM conventions, Spreadsheet reporting, Landing-page checks, Lead-stage reconciliation

Projects

Webinar reporting workbook

- Joined registration and attendance exports by email address, with separate counts for duplicate registrations and staff test records.
- Linked sales follow-up outcomes to the campaign record without treating every attendee as a qualified lead.

Fictional sample from ResumeGuru. Names, employers and achievements are illustrative.
www.resumeguru.ai/resume-samples/marketing-executive-resume-sample