

DONNA HESHANI

B2B MARKETER



Experienced B2B Marketing Manager with more than 8 years of expertise in developing and executing successful marketing strategies. Skilled in lead generation, brand management, and driving revenue growth in competitive markets.

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kdonna93@gmail.com

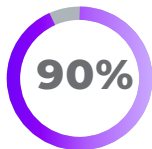
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Al Barsha South, Dubai - UAE

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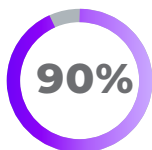
B2B Marketing



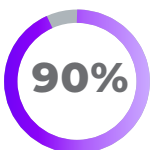
Corporate Communications



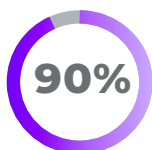
Marketing Campaign Management



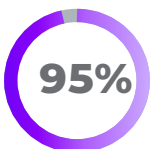
Evergreen Content Creation



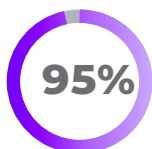
Lead Generation



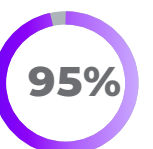
Marketing Automation



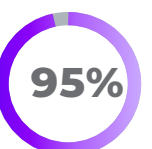
Social Media & Website Management



ROI Analysis



Market Analysis and Research



Marketing Strategy

EXPERIENCE

MARKETING MANAGER Venuetech Group of Companies

APR 2022 - Present

Venuetech LLC & Martin Professional Middle East (MPME)

- Oversee the marketing department and its employees, preparing annual marketing plans, creating a calendar of campaigns and events, setting the marketing budget, and analyzing the market and competitors
- Implementing and managing B2B distributor marketing activities for 30 brands across the Middle East
- Head internal communications within the group of companies
- Develop and manage lead generation programs and lead assessment
- Liaising with partner marketing teams based in the US, Europe, the UK, and the Far East
- Spearheaded the company's digital transformation and incorporated innovative digital solutions to enhance the marketing process
- Created and implemented a comprehensive digital media strategy to reach a wider audience and improve brand visibility
- Promotions planning and execution with the sales and finance teams, promotion campaigning, product page setup, performance marketing, in-store retail merchandising execution
- Plan and implement trade show and exhibition strategy at GITEX in Dubai, ISE in Spain, and SLS and SEA in KSA, Conferences, Events, and internal and external training programs
- Create and manage email campaigns on a weekly basis and newsletters on a weekly and monthly basis
- Write copy for press releases and case studies and edit copy from the copywriters for marketing collateral; website content, emails, and white papers
- Manage internal and partner marketing budgets and track ROI for all marketing initiatives and generate monthly, quarterly, and annual reporting for the partners
- Liaising with the retail stores, helping set up marketing campaigns, acting as an intermediary between the brands and the retailers, and helping set up POS systems.
- Graphics, creating and designing the group's official presentations as required by other departments

MARKETING SPECIALIST

IPL INTERNATIONAL FZE

- Content Creation consistent with the company's brand identity
- Using analytical tools such as Google Analytics, Hootsuite Pro, and Facebook Insights to monitor and evaluate the company's social media presence and performance
- Preparing bi-weekly reports on marketing efforts
- Modifying the marketing strategy to maximize the outcomes
- Company website management on WordPress
- Creating and Designing Group's marketing and promotional materials
- Liaising with Government entities
- Maintaining records of expenditure and purchase orders and budget management
- Liaising with external vendors and agencies
- Heading the hiring and interview process for the marketing department employees

MARKETING & SALES MANAGER

GEAR AND AXLE SUPPLY CHAIN

- Launched Ecommerce website by working closely with the web developers
- Assigned around 2,000 SKUs for the primary launch by determining the profitability & stock availability
- Created the online Marketing Calendar in line with the marketing strategies
- Managed social media platforms, in terms of content creation, social media calendar and design
- Strategized ways in which product performance can be monitored.
- Budget Management
- Strategized effective means of reaching the audience
- Managed different social media platforms capitalizing on tone

B2B MARKETING AND COMMUNICATIONS EXECUTIVE

ARK GLOBAL FZE

- Point-person in creating and managing the company's social media platforms
- Conceptualizing and scripting digital and print content
- Planning and Executing paid campaigns across multiple social media platforms
- Corporate Communications: Composing and publishing press releases, newsletters and journals to strengthen company's media presence
- Reporting directly to the group's CEO and coordinating with the key stakeholders
- Site Planning, Content Creation, Overseeing Web Developers, SEO, Registration with Google Analytics, Testing Functionality for more than 3 websites
- Promotional Event Management

EDUCATION

Masters in International Marketing (MSc.)

UNIVERSITY OF SUSSEX, UK

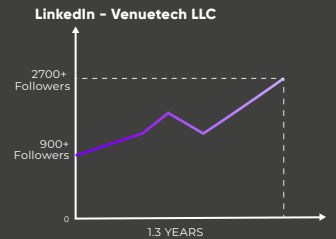
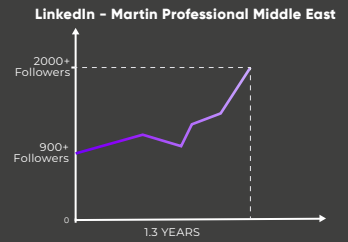
Bachelor of Arts (English Literature & French)

UNIVERSITY OF KELANIYA, SRI LANKA

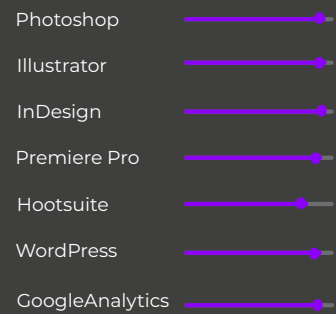
Diploma in Marketing

UNIVERSITY OF KELANIYA, SRI LANKA

ORGANIC B2B ONLINE AWARENESS ON LINKEDIN



TECHNICAL EXPERTISE



ADDITIONAL PROFESSIONAL EXPERIENCE

Mar 2017 - Jan 2018
eMarketingeye
Content Management Executive

Jan 2016 - Mar 2017
MyDeal.lk
Copywriter

Nov 2014 - Oct 2015
PIXEL CREATIVE AGENCY
Content Writer