



Cristiane Dean

Career Objective: Marketing Manager

CONTACT

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My profile: [LinkedIn](#)

Some work examples: [Portfolio](#)

CORE SKILLS

Marketing / Branding

Extensive experience in creating and developing regional and local brand and businesses strategies.

Innovation /NPD

Led the innovation process in several companies from ideation phase to product launch, including market research and Go-to-market plans.

Digital and Social Media

Experience with social media, SEM, SEO, email marketing campaigns, CRM, and content development.

B2B/ Key Account

Key Account experience Participated on several pitches to business leading to the creation of specific marketing campaigns.

Team Management

Led local and regional multifunctional teams, dealing with complex structures, and virtual teams.

ABOUT ME

I am passionate about strategy. I am in my element when I am asked to have a deeper understanding of the market and developing marketing plans for brands to grow.

These interests have driven my career so far and allowed me to work on some fantastic projects across the Globe. From creating new product lines and profitable brand portfolios to the development of creative online and offline campaigns and new ways of adding value to business partners.

With a solid background in multiple segments (e.g. FMCG, Electronics, Telecom, Health care and Not-for-Profit Welfare) I bring value to the table with an analytical mind, an ability to think about objectives and challenges from different perspectives, as well as a lateral and strategic problem-solving approach.

WORK SUMMARY

MKT EXPANSION

Marketing and Strategy Consultant
Australia | Jan 2020 – current

COUNTRY CARE Health Care solutions

Senior Marketing Manager
Australia | Mar 2019 – Nov 2019

MALLEE FAMILY CARE – NFP

Marketing and Community Engagement Coordinator
Australia | Jan 2017 – Mar 2019

SAMSUNG ELECTRONICS

Senior Marketing Manager
Latin America | Jan 2013 – Nov 2015

KIMBERLY CLARK

Senior Marketing and Category Manager
Brazil | May 2011 – Nov 2012

AVON COSMETICS

Senior Marketing Manager Skin & Personal Care
Latin America | Nov 2009 – Apr 2011

MOTOROLA DEVICES

Marketing Manager Mobile Devices
Brazil and Australia | Jan 2006 – Nov 2009

UNILEVER

Marketing and Channel Manager Personal and Household Categories – Latin America and Southeast Asia | Oct 1999 – Jan 2006

EDUCATION

Post-Graduation in Business - MBA

Getulio Vargas Foundation Brazil |2003

Post-Graduation Marketing

Getulio Vargas Foundation Brazil |2003

Bachelor of Physical Education

University of São Paulo

PROFESSIONAL DEVELOPMENT

Business Analytics Course

Sydney University |Jun 2020

Leadership Professional Development Course

La Trobe University | Jun – Aug 2020

The Fundamental of Digital Marketing

Google | Nov 2019

Blueprint course

Facebook | Jul 2019

PERSONAL INTERESTS



Swimming



Committee member
and Trainer



UX design



Paddling

MOST RECENT ROLES

MKT Expansion Consultancy

Jan 2020 - current

Marketing and Strategic Lead Consultant

I currently head up my own Marketing and Strategic consultancy [MKT EXPANSION](#)

- Led four businesses onto a stronger online presence through the development of content, website, e-commerce, and implementation of digital campaigns (SEO, Google ads, and Facebook and Instagram). The number of leads has increased by 200% in comparison to the previous period.
- Developed new Marketing Strategies for two companies coupled by a revision of the positioning of the brands and the development of a new Go-To-Market activities aligned with sales goals. As result the management teams increased the budget and scope of the marketing campaigns

Country Care Group

Mar 2019 – Nov 2019

Senior Marketing Manager

Country Care Group is a national group that manufactures, distributes, and sells (B2C and B2B) healthcare products across Australia and International markets.

- 30% reduction on marketing spend as I established a clearer strategy and redefined priorities across product portfolio.
- 2019 Winner of the best large stand at ATSA exposition.

Mallee Family Care Inc.

Jan 2017 – Mar 2019

Marketing and Community Engagement Coordinator

Mallee Family Care is a leading provider of family and community support services and offers a variety of services under the National Disability Insurance Scheme - NDIS.

- I drove a 70% increase in foster care enquiries in 3 months by designing a 360 campaign which addressed the organisation's strategic priority of improving public knowledge about foster care.
- I led a smooth and effective change of the Organisation's look & feel. including new logo, positioning and the development marketing collateral across more than 60 services.
- My website redesign and social media strategy attracted 1,000 new followers to the brand in a 6-month period which resulted in a 20% increase in leads.

Samsung Electronics

Jan 2013 – Nov 2015

Senior Marketing Manager Mobile Devices, TVs, and Refrigerators

- Step changed the brand's growth performance on the Mobile device Category through targeted and segment strategies that led to 30% sales revenue.
- Reversed negative sales trend, delivering 5% growth in the TV Segment.
- Created and implemented Marketing audit processes and policies to ensure consistent, complete briefing and agency alignment across all countries in Latin America.
- Block XIAOMI launch in Brazil leading a multifunctional team and through an aggressive online campaign and specific deals with retailers.