

MANIK REGE

NEW MARKETING SPECIALIST

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REQUIREMENTS

Current Location: Kuala Lumpur

Preferred Locations: Asia Pacific, CN, USA

Joining: June 2019

Scope: Marketing & Sales, Social Media, Customer Relationships, Communications & Mass Media

Nationality: Indian

PROFILE

I'm a creative marketing & media enthusiast with an expertise in viral campaign creation. I want to use my understanding and passion for communication to generate support for organizations striving to create a sustainable future. My career goal is to help visionaries 'sell' their dreams to the masses i.e. influence people to join good causes, by acting as the 'marketing representative' or spokesperson for a global community of social entrepreneurs who prioritize people over profits.

EDUCATION

Undergrad Communication & Media Studies, Monash University Malaysia, Year 3, Sem 2.
GPA: 3.6/4. WAM: 79.76

Foundation Commerce: Accounts, Mathematics, Economics, Kelkar VG Vaze College, 2016. Score: 80%

School Vasant Vihar High School, Thane, Mumbai, 2014.
Score: 93.60%

SPECIAL INITIATIVES

TEDx RA Podar College: Consulting Designer

Malaysian Vegan Society: Consulting Social Media

Asia Leadership Conference (Sunway): Participant

Lion's Club Elocution Contest 2014: Winner

WORK EXPERIENCE

2019 ● **DIGITAL MEDIA MARKETING**
Internship, Fave Sdn. Bhd.
@Kuala Lumpur, 3 mos (Dec 18 - Feb 19)

- Creating topical content from trends
- Engaging users through infotainment
- Promoting products creatively
- Addressing user concerns & feedback
- Developing a strong brand identity

2018 ● **CUSTOMER HAPPINESS**
Internship, Fave Sdn. Bhd.
@Kuala Lumpur, 3 mos (Dec 17 - Feb 18)

- Resolving users' complaints & issues
- Restoring customer relationship & trust
- Educating on new features/policies
- Communicating feedback to mgmt.
- Liasing with partners for better service

2017 ● **EDITOR**
Monash Student Body (MUISS)
@Kuala Lumpur, 1 yr. (2017)

- Publishing the yearly student magazine
- Managing social media accounts
- Organizing cultural events & activities
- Acting on feedback by students
- Communicating rules/updates creatively

2016 ● **EDITOR**
Internship, Pet Owners & Animal Lovers
@Mumbai, 3 mos (June 16 - Aug 16)

- Writing infotaining blogs for pet owners
- Assisting with social media channels
- Networking with animal lovers for stories
- Volunteering for rescue & rehab missions
- Creating animal-friendly environments

2015 ● **DIRECTOR, PR & MARKETING**
Rotaract Club of Thane Skyline (RCSTSL)
@Mumbai, 1 yr. (2015)

- Spread awareness about club's activities
- Organize meetings, fundraisers & events
- Help needy communities gain exposure
- Build a strong volunteer's team
- Develop a good local brand image

TECHNICAL SKILLS

Branding Strategy Writing

Social & Digital Media Content Campaigns

Business Reporting Analytics

Sales Adobe CC Suite

Event Management Research

SOFT SKILLS

Listening Prioritization

Negotiation Creative Thinking

Adaptability Leadership

Public Speaking Risk-taking

WHY CHOOSE ME?

Versatility: Experience in diverse departments like customer service, social media marketing, editorial, and public relations affords me the entire frontline skillset required to lead a company's communications team.

Resourcefulness: Experience working in low-budget environments like startups, student bodies, and an NGO's has trained me to develop marketing campaigns with less time, money, and human resources at my disposal. This allows me to cut costs and deliver maximum impact with minimum investment in the project.

SOCIAL MEDIA

www.linkedin.com/in/manikrege

www.instagram.com/manikrege98

www.manikrege.com