

VARUN CRUZ, MBA

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PERSONAL SUMMARY

A dynamic and results-driven professional with extensive experience in corporate communications, creative advertising, and strategic business development. Adept at executing media strategies, managing reputational issues, and enhancing corporate brand and culture. Proven ability to work effectively in fast-paced environments and collaborate with senior leaders and cross-functional teams to deliver impactful solutions. Fluent in English, Hindi, and Punjabi, with basic proficiency in Japanese and Spanish. Skilled in developing multi-channel communication strategies that significantly boost brand visibility and stakeholder engagement. Seeking to leverage my expertise in business development and advertising to drive growth and innovation in a US-based role. As a British citizen, I will require sponsorship.

PROFESSIONAL EXPERIENCE

Vantage Partnerships

June 2019 - Present

Director of Marketing and Business Development

- Successfully closed and directed multi-million-dollar advertising campaigns, expanding the international client base by 30%.
- Developed and implemented omni-channel communication strategies, significantly enhancing brand visibility and stakeholder engagement.
- Spearheaded recruitment, training, and ongoing management strategies for a team of 35 Business Development Managers across Pharmaceutical, FMCG, Aerospace, and other large enterprise sectors.
- Fostered alliances with industry-leading organisations such as Sanofi, Conde Nast, & Emirates.
- Created and directed the Spider-Man: No Way Home digital marketing campaign with Disney, achieving 740k+ clicks within 90 days.

DRB Solicitors

February 2016 - December 2020

Business Strategy and Marketing Manager - EMEA, APAC

- Led strategic initiatives to drive growth and foster key relationships within the legal sector, focusing on B2B SaaS sales within the education sector.
- Leveraged an analytical mindset and developed targeted omni-channel marketing campaigns on Facebook and Instagram, leading to a 30% increase in client engagement and retention.
- Established partnerships with leading legal and industry influencers, enhancing brand visibility.
- Directed cross-functional teams across London, Delhi, and New York in the development and execution of innovative business development initiatives, resulting in a 55% increase in revenue generation.

The Kerenza Group

August 2017 - August 2020

Marketing and Project Management (Freelance)

- Pioneered captivating marketing strategies, garnering widespread media coverage and viral social media campaigns.
- Directed innovative digital advertising and sales initiatives, transforming properties in Glasgow into thriving beauty salons.
- Engineered cost-saving strategies and implemented CRM systems, achieving a 25% reduction in project expenditures while maintaining high standards of excellence.
- Established strategic partnerships with influencers and industry leaders, amplifying brand visibility and driving customer engagement.

Team Leader

- Transitioned from a part-time Customer Service Assistant to leading the night shift team within six months.
 - Oversaw all operations during evening hours, managed a team of 17 employees, and optimised sales performance through report analysis and strategic initiatives.
 - Led night shift operations, ensuring exceptional customer service and driving a 13% increase in sales.
 - Mentored colleagues, improving productivity through reporting, coaching, and skill development.
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EDUCATION

Singapore International Business School

- MBA - Master of Business Administration
- Distinction

University of Greenwich, London

- BSc (Hons) - Bachelor of Biomedical Science
- First Class Honours

Additional Coursework

- Completed pre-clinical years of the Doctor of Medicine (MD) program at IUHS School of Medicine
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SKILLS AND COMPETENCIES

Technical Skills:

- HubSpot, Canva, Adobe Creative Suite, Photoshop, Mailchimp, WordPress, SAP B1, Content Creation, Web Design, Social Media Management, Meta Ads, Google Analytics, SEO, Video Production

Corporate Skills:

- Communications and Media Relations, Project Management, Financial Acumen, HR and Team Management, Digital Marketing and Brand Strategy, Market Dynamics, PR and Press Releases, Crisis and Issues Management, Stakeholder Engagement, Client Acquisition and Retention

Language Skills:

- Fluent in English, Hindi, and Punjabi
- Basic proficiency in Japanese and Spanish.

Professional and Personal Interests:

- Passionate about public speaking, strategic communications, traveling, boxing, and investing
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