

# Taj Walia

Strategic Tactician | Creative Marketer | Growth Catalyst

## Professional Summary

Results-driven Marketing Manager with over a decade of experience in developing and executing innovative marketing strategies. Skilled in digital marketing, content creation, and utilising AI tools to enhance campaign effectiveness. Proven track record of increasing brand engagement and driving sales growth. Passionate about leveraging data-driven insights to optimise marketing performance.

## Work Experience

### Marketing Manager | AdvanceQuip Ltd | September 2022 - Present

- Developed and executed marketing strategies for three companies, achieving a 40% increase in brand engagement.
- Led diverse campaigns across print, online, tradeshow, and social media, ensuring consistent branding.
- Conducted market research, optimized promotions, and negotiated media contracts within budget constraints.
- Utilized AI tools (ChatGPT, Midjourney, Adobe Firefly) to enhance marketing strategies and content creation.
- Managed brands including Case, ASV, and Astra, maintaining consistent branding across all channels.

### Marketing Manager | Active Safety Ltd | July 2021 - September 2022

- Managed marketing across physical stores, e-commerce, websites, and social media, including a B2B representative network.
- Created marketing content and sales collateral, conducted market research, and strategized brand positioning.
- Executed newsletters and collaborated with stakeholders, agencies, and contractors to enhance brand visibility.

### Marketing and Communications Manager | AWS Legal | Jan 2020 - July 2021

- Developed and executed the firm's marketing strategy, overseeing internal and external communications.
- Conducted market analysis, client surveys, and presented regular marketing reports to the board.
- Orchestrated email campaigns, social media engagement, website management, and advertising.
- Curated content for press releases, publications, and marketing collateral.
- Facilitated staff comprehension of marketing tactics via playbooks and workshops.

### Digital Marketing Manager | Porter Group | Jun 2018 - Jan 2020

- Managed Digital Marketing across NZ, AU, USA, and Pacific Islands, administering multiple websites, email marketing (Mailchimp), and advertising in industry media.
- Managed social media accounts, including eight Facebook and Instagram profiles, two LinkedIn pages, one YouTube account, and 50+ Google My Business Locations.
- Created content for TV displays and advertisements, including video productions.
- Designed and managed the in-house quarterly magazine "Porter Press".

## Contact & Basics

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walia1718@gmail.com

tajwalia.com

www.linkedin.com/in/tajwalia

Full NZ Driving Licence

NZ Citizen

## Areas of Expertise

Branding

Data Analytics

Graphic Design

Public Relations

Market Research

Content Creation

Digital Marketing

Marketing Strategy

Website Management

Social Media Management

Team Leadership & Mentorship

## Volunteering

### BANGALORE FILM FESTIVAL

(PHOTOGRAPHER)

(Article 19, 2012)

My photographs and articles were featured extensively in the official newsletter for the event, organised by the local government.

### SPECTRUM (PROJECT HELP)

Participated in a media knowledge festival in Bangalore

**Marketing & Public Relations Consultant** | Road & Sport Harley-Davidson |  
Jan 2016 - Jun 2018

- Worked on all aspects of marketing, from market research, idea generation, campaign development, creation of marketing materials, to retail execution and campaign analysis.
- Managed social media, brand/corporate identity, marketing budget, event management, competition analysis, creative copywriting, website maintenance, data analytics, database updating, and CRM usage.

**Freelance Designer** | 2004 - 2015

- Designed websites, collaborated on online projects, and worked on print design including magazines, newsletters, event posters, flyers, and handouts.

## Education

### Master's Degree

Master of Applied Management (Level 9)  
The Southern Institute of Technology | 2020-2024

### Graduate Diploma in Communication

Major in Public Relations and Advertising (Level 7)  
Wintec (Waikato Institute of Technology) | 2015

### Bachelor's Degree

Journalism and Mass Communication Studies  
Manipal University | 2011 - 2014

## Internships

### Marketing and Communications Coordinator

Waikato Institute of Technology | (internship) May - Dec 2015

Worked at the International Center at Wintec, Hamilton, on the bi-weekly international newsletter and the researched social media presence of Wintec and suggested improvements.

### Camera Assistant

Network 18 | (full time internship) Jan - Feb 2014

I worked for Network 18, including news channels CNBC and CNN-IBN, where I gained experience in studio work, outdoor shoots, OB van operations, editing room work, and also participated in a photo shoot for Forbes India magazine in Bangalore, India.

### Graphic Designer

Origami Creative | (full time internship) Jan - Feb 2013

Designed print ads, certificates and logos working as an intern designer.

## Honours & Recognition

### BEST PRINT AD

(Article 19, 2012)  
Won the best Print AD award at Article 19, a India level media fest.

### BEST MOBILE VIDEO

(Dadasaheb Phalke Award, 2013)  
Worked on a short film which won the Dadasaheb Phalke Award, Best Mobile Video of the year.

### BEST SHORT FILM

(Karnatak University, Dharwad, 2013)  
Worked on a short film which won the 2nd place for Best short film of 2013.

### Best Student Designer

(Photographer)  
Manipal University Bangalore Campus, 2012.

### Lead Designer

(Exceptional Contribution)  
Manipal University Bangalore Campus, 2014

## Hobbies & interests

Traveling, Trekking, Camping, Reading, Movies, Graphic/Video Editing, Photography, Volunteering, Writing, Technology and Gadgets

## References

Available upon request.

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## SKILLS

### MARKETING

Research and Analysis	AI tools - ChatGPT, Midjourney
Strategy	Adobe Indesign + Photoshop
Google Analytics & Ads	Project Management
Social Media	Video Editing - Premiere Pro
Brand Management	HTML, CSS, WordPress
Email Marketing	UX/UI Design
LinkedIn	Graphic Design
Public Relations	Customer Experience Management
SEO/SEM	Data Analysis

### TECHNICAL SKILLS

AI and Machine Learning	Upskilling
Project management	Graphic & Print Design
Research skills	Website Management
Analytics & Data Interpretation	CRM Management

### OFFICE SUITE

MS Word
MS Powerpoint
MS Excel
MS Outlook

### CONTENT

Photography
Videography
Content Writing
Production and Editing

### MANAGEMENT

Leadership
Planning
Collaboration
Problem-solving
Decision-making
Feedback
Guidance
Delegation
Communication

### OTHERS

Resourcefulness	Attention to Detail
Organisation	Adaptability
Creativity	Time Keeping
Analytical	Budget Management

## BRANDS WORKED WITH

