

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 - October 2024

- Developed and executed marketing strategies for three companies, achieving a 40% increase in brand engagement.
- Led diverse campaigns across print, online, tradeshows, and social media, ensuring consistent branding.
- Conducted market research, optimised promotions, and negotiated media contracts within budget constraints.
- Utilised 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

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tajwalia.com

NZ Citizen

Full NZ Driving Licence

AREAS OF EXPERTISE

Team Leadership & Mentorship

Social Media Management

Website Management

Marketing Strategy

Digital Marketing

Content Creation

Market Research

Public Relations

Graphic Design

Data Analytics

Branding

PORTFOLIO

tajwalia.com/portfolio

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 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.

QUALIFICATIONS

Master's Degree [Master of Applied Management]

The Southern Institute of Technology | 2020-2024

Graduate Diploma in Communication [Public Relations and Advertising]

Wintec (Waikato Institute of Technology) | 2015

Bachelor's Degree [Journalism & Mass Communication]

Manipal University | 2011 - 2014

INTERSHIPS

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

REFEREES

Available upon request.

VISIT
WEBSITE



VIEW
PORTFOLIO



CONTACT ON
WHATSAPP



ADD TO
CONTACTS



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Taj Walia

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Strategic Tactician | Creative Marketer | Growth Catalyst



SKILLS

MARKETING

Research and Analysis



Strategy



Google Analytics & Ads



Social Media



Brand Management



Email Marketing



Public Relations



CONTENT

Photography



Videography



Content Writing



Production and Editing



AI tools - ChatGPT, Midjourney



Adobe Indesign + Photoshop



SEO/SEM



Video Editing - Premiere Pro



HTML, CSS, WordPress



UX/UI Design



Graphic Design



OFFICE SUITE

MS Word



MS Powerpoint



MS Excel



MS Outlook



TECHNICAL SKILLS

Research skills



Data Analysis



Graphic & Print Design



Website Management



CRM Management



OTHERS

Resourcefulness



Organisation



Creativity



Attention to Detail



Adaptability



Time Keeping



MANAGEMENT

Leadership



Planning



Collaboration



Problem-solving



Decision-making



Feedback



Guidance



Delegation



Communication



Project management



Budget Management



CRM Management



BRANDS WORKED WITH

AIRMAN

3M

BOMAG
FAYAT GROUP

FXD
REACTORS BY DESIGN

JOHN BULL

PORTER GROUP

ICM
THE EQUIPMENT SPECIALIST

ACTIVE SAFETY

AR
ADVANCEQUIP
POWER & SAFETY

BISON
FORMIDABLE PROTECTION

apex

ASV
POSI-TRACK

AUGER TORQUE
EARTHMOVING ATTACHMENTS

AWS LEGAL

Blundstone
TASMANIA AUSTRALIA 1870

BIZ COLLECTION

BOLLE
SAFETY

bolle
SAFETY

CASE
CONSTRUCTION

NC
ENGINEERING

DEMCO

Earth
worm

EDGE

esko

help-it.
protect & heal

TEBCO

FXD

Grisport

GORE MACHINE
HIRE

Gyro-Star

MOTOR HARLEY-DAVIDSON
CYCLES

HYUNDAI
HEAVY INDUSTRIES CO. LTD.

SYZMIK
WORKWEAR

HOWARD LEIGHT
HEARING PROTECTION

FRD
FURUKAWA

ASTRA

Bisley
WORKWEAR

JB's wear

Log Max

MBI

TEREX

MACK

MADILL

Multi VEX

VIBRA

PORTER HIRE

PRATT
SAFETY SYSTEMS

NOTA SAIRON

SANDVIK

PRO
PRO CHOICE SAFETY GEAR

STEEL BLUE

STONE CREEK

THORZT

VOSCH
EXCEEDING ATTACHMENTS

XCMG

AR
ADVANCEQUIP