**Anita Dahaba**

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**HIGHLIGHTS OF QUALIFICATIONS**

* Master’s degree in Integrated Marketing Communications.
* 5+ years of experience in marketing and product management in telecommunications.
* Experienced in B2C marketing programs planning and execution.
* Experience in developing and executing go-to-market strategies for product launches, product roadmap, and marketing initiatives.
* Ability to work independently and in cross-functional team, by prioritizing tasks effectively and building relationships.
* Strong communication and presentation skills, strong decision making and analytical skills, organized and detail oriented, strong technical aptitude and dedication towards continuous improvement.
* Language proficiency: fluent in English, Portuguese and Russian. Advanced level in French and conversational level in Spanish.
* Strong computer skills, including computer applications like MS PowerPoint, Excel, Word, Outlook, and Microsoft Teams.

**PROFESSIONAL EXPERIENCE**

**B2C Marketing Manager** July 2022 – August 2023

ORANGE, Bissau, Guinea-Bissau

* Oversaw the B2C product portfolio (including 5g), in charge of B2C business development and program management, execution of marketing plan and go-to-market strategies for products in accordance with brand guidelines, through the optimization of marketing mix, increasing revenue growth by 21%
* Defined communication policy and strategic plans for product launches and service roll-out by picking the right media to reach the audience and assure product adoption, thereby driving user growth and increasing brand power to 55% on Net Promoter Score (NPS)
* Managed multiple projects, elaborated internal communications and external strategic communications, and determined the marketing materials necessary to boost awareness and ensure customer loyalty, acquisition, and retention, while managing budgets in accordance with business requirements and marketing project
* Designed marketing strategy to manage and deploy innovative marketing efforts to boost products/services by using promotions, online marketing, events, and visibility, thereby increasing sales by 17%
* Drafted specifications for new offers, creating business plans, defining functionalities, competitive positioning, pricing strategies, value proposition and look of the product/service that responds to customer needs, thereby increasing the company’s products and services portfolio by 20% in a year

**Internet & Digital Product Marketing Manager** January 2018 – July 2022

ORANGE, Bissau, Guinea-Bissau

* Managed product portfolio, from concept to delivery, developing offers for Internet & Digital (including mobile app), selecting and defining offers that represent the best value and customer experience for clients, thereby increasing revenue by 32%
* Defined product positioning, vision and strategy, conducting competitive analysis, led collaborative work with UI/UX design and performed end-to-end acceptance testing for each product to ensure correct features and functionalities for best user experience prior to product release
* Elaborated plans to ensure user engagement, implement customer acquisition and retention actions, through user research, customer segmentation, Customer Based Marketing (CBM) and Customer Value Management (CVM), thereby growing customer base by 21%
* Oversaw projects to develop and define promotional actions for the offers/services portfolio and devices catalogue, by launching periodical promotional campaigns and tailoring messages to the market, which allowed to increase device sales by 8% and services revenue by 16%
* Oversaw Internet & Digital portfolio by monitoring performance and sales through weekly and monthly analytical reports, and informed future product enhancements based on performance and data analytics tools, achieving leading position on Net Promoter Score (NPS)
* Helped sales enablement by providing training and support to Sales and Customer Success teams. Helped create promotional materials and collateral, including sales training, presentations, and product documentation to boost product knowledge and help promotion and selling process

**EDUCATION**

**Master in Business Administration (MBA)** 2014-2016

Roosevelt University, Chicago, IL, USA

**Master in Integrated Marketing Communications** 2011-2013

Roosevelt University, Chicago, IL, USA

**Bachelor in Social Communications with Major in Advertising** 2006-2009

UNIARA, Araraquara, SP, Brazil

**CERTIFICATES**

**ADaPT (Advanced Digital and Professional Training)** Expected December 2023

Toronto Metropolitan University, Toronto, ON

* Certification in professional and digital skills
* Workshops include design thinking, business communications, SEO, HTML & CSS

**Certified Expert in Microfinance** 2021-2022

Frankfurt School of Finance and Management