

# Amdala Kasumu

## Strategic Marketing Professional | Senior Project Manager

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### PROFILE SUMMARY

Results-driven marketing professional with nine years of extensive experience as a product manager and PR expert. Demonstrated success in leading product launches, securing media placements, and executing PR campaigns. Proven expertise in media relations, crisis management, event planning, and product development. Recognized for strong leadership and cross-functional collaboration skills.

#### KEY ACCOMPLISHMENTS SUMMARY:

- Orchestrated end-to-end product development at Cooperate Marketing, achieving an 85% participation rate.
- Led crisis management efforts at Burson Cohn and Wolfe, resulting in a total rebranding and Cannes 2022 Award Nomination.
- Increased product revenue by 20% at Altair Vega through market research and development of new features.
- Successfully launched three new products at Altair Vega, contributing to 35% of total company revenue.
- Achieved a 90% on-time delivery rate at Altair Vega by implementing agile methodologies and cross-functional collaboration.

### TECHNICAL SKILLS AND CORE COMPETENCIES

#### CORE COMPETENCIES:

*Product Development | Market Research | Crisis Management | Event Planning | Media Relations | Cross-functional Collaboration | Leadership and Talent Development | Product Positioning | Account Management | Strategic Planning | Project Management | Stakeholder Relationship Management*

#### APPLICATIONS/SOFTWARE:

*MS Office | VM Ware | HP ALM | ServiceNow | Remedy | JIRA | Confluence | Rally | Adobe Creative Cloud | Scribe | Canva | Veeva | Notion | Asana | Cision | Microsoft Office | Chorus | Sprout Social | Monday | Zendesk | MailChimp | Meta Business Suite | HubSpot | Brand Watch | SPSS | Facebook Ads*

#### REPORTING TOOLS:

*Tableau | Lumira | Analysis for Office | Crystal Reports | Dashboards | Google Analytics | Data Studio | Google Workspace | Slack | Box.*

### PROFESSIONAL EXPERIENCE

#### Project Manager - Cooperate Marketing | April 2023 – Present

- Actively foster collaborative relationships between multiple stakeholders, ensuring alignment between account management and development teams for seamless project execution.
- Currently overseeing and driving the successful implementation of the full agency agile methodology, adapting to evolving project needs and promoting a culture of adaptability and innovation.
- Continuously identify and promptly eliminate blockers for the development team, maintaining a proactive approach to ensure uninterrupted project progress and timely deliverables.
- Currently overseeing and fine-tuning QA and test processes, ensuring the consistent delivery of high-quality products and services to meet and exceed client expectations.
- Actively manage all aspects of monthly SLA reporting analytics, providing real-time insights that support strategic decision-making and drive continuous improvement.

#### Senior Account Executive - Cooperate Marketing | September 2022 - March 2023

- Spearheaded end-to-end product development, from ideation to launch, achieving an outstanding 85% participation rate and ensuring the product's successful integration into the market.

- Conducted comprehensive market research and analysis, identifying key market trends to inform product development strategies, contributing to data-driven decision-making processes.
- Developed and executed highly successful cooperative marketing campaigns, leveraging proprietary systems and software, to promote Farmers Insurance products and maximize brand visibility.
- Took charge of crisis management efforts, excelling in developing strategic messaging and managing media relations during high-pressure situations, ensuring brand reputation preservation.
- Fostered seamless collaboration across departments, facilitating effective communication and coordination among diverse teams to achieve collective goals and objectives.

### **Senior Account Associate - Burson Cohn and Wolfe | March 2022 - August 2022**

- Developed and nurtured robust relationships with key media contacts, instrumental in securing a prestigious Cannes 2022 Award Nomination.
- Took charge of high-pressure situations and successfully executed crisis management, leading to a comprehensive rebranding of an existing product.
- Orchestrated seamless execution of impactful events, including press conferences and product launches, contributing to enhanced brand visibility and engagement.
- Utilized Veeva software to devise and implement digital healthcare public relations strategies, ensuring fair balance and adherence to FDA compliance and regulatory guidelines.

### **Senior Strategist - 27th Kitchen | December 2021 - February 2022**

- Formulated and executed comprehensive social networking strategies, tailoring approaches to enhance brand awareness, engagement, and loyalty within specific target audiences.
- Conducted thorough research and analysis to identify influential figures, optimal platforms, and prevailing trends in the social media landscape, guiding strategic decision-making.
- Spearheaded the creation and implementation of innovative campaigns, leveraging insights from social media intelligence to drive quantifiable results.
- Collaborated cross-functionally to align social strategies with broader organizational goals, ensuring seamless integration and a cohesive brand narrative across platforms.

### **Product Manager- Altair Vega | February 2021 - January 2022**

- Engineered a remarkable 20% boost in product revenue by conducting extensive market research and spearheading the development of innovative features to meet evolving customer demands.
- Orchestrated the successful launch of three new products, constituting a substantial 35% contribution to the total company revenue.
- Streamlined operations and improved efficiency by reducing time-to-market by an impressive 15%, achieved through the implementation of agile methodologies and fostering cross-functional collaboration.
- Demonstrated leadership prowess by effectively leading a 10-member team in product development and project management, attaining an exceptional 90% on-time delivery rate.

### **Digital Style and Marketing Consultant- Nordstrom | March 2020 – March 2022**

- Represented the Nordstrom brand by infusing personalized messaging into every styling experience, creating a unique and tailored connection with consumers at every touch point.
- Maintained a commitment to ensuring premium consumer satisfaction by consistently delivering exceptional service and exceeding expectations.
- Achieved and sustained high Key Performance Indicators (KPIs), consistently ranking in the top 20% of company-wide metrics.

### **PR Associate - Delta Police Headquarters | November 2018 - December 2019**

- Spearheaded the establishment of essential systems, processes, and structures for the corporate innovation function, ensuring seamless integration and efficiency.
- Took charge of enhancing social media engagement, implementing strategies that resulted in an impressive 80% increase within a span of four months.
- Executed SEO optimization initiatives, contributing to a notable 13% surge in website traffic over a 12-week period.

### **Web Content Developer - Paulijoach Limited | November 2017 – March 2018**

- Developed and maintained web content aligning with established brand guidelines, encompassing textual elements, images, videos, and other multimedia assets.
- Optimized website content for search engines and enhanced user experience by conducting comprehensive keyword research, implementing SEO best practices, and regularly auditing content.

### **Advertising Specialist - Complete Sports | June 2016 – October 2017**

- Spearheaded the management and optimization of digital advertising campaigns, delivering a notable 25% surge in click-through rates and an impressive 30% reduction in cost per acquisition.
- Conducted comprehensive market research and analysis to pinpoint untapped target audiences, driving a 15% boost in customer engagement and a substantial 20% increase in overall revenue for the organization.

## **EDUCATION AND CERTIFICATIONS**

### **EDUCATION:**

- Masters of Arts in Public Relations and Advertising, DePaul University
- Bachelor of Science in Mass Communication, Caleb University

### **CERTIFICATIONS:**

- Scrum Master Accredited Certification, International Scrum Institute
- Scrum Product Owner Accredited Certification, International Scrum Institute
- Scaled Scrum Expert Accredited Certification, International Scrum Institute
- Agile Coach Accredited Certification, International Scrum Institute
- Certified Kanban Expert (Kanban-EXP) Certification, International Scrum Institute