Malini Ratnam

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EXECUTIVE SUMMARY

Malini is a digital business and ecommerce lecturer and program coordinator at the University of North Texas, a student advisor for the NRF Student Association, and a senior marketing professional with expertise in digital/social media and marketing. She is also the founder/CEO of MantraM Digital, a digital marketing consulting company for small to mid-sized businesses. Her industry experience spans US, Europe and Asia. She has been a panelist at several Digital Marketing and Social Media forums including SXSW. A strategic thinker, she brings innovation to complex marketing initiatives with expertise in both B2C and B2B verticals.

CORE COMPETENCY

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| * Teaching digital business and ecommerce courses, SEO, Social Media, CRM * Digital Marketing Strategy * Social Media Strategy and management * Consumer/Brand Marketing | * Traditional Media Planning and buying(TV, radio, print, outdoor) * Paid Media Management * Brand Strategy * Omnichannel Personalization | * Digital Rebranding * Creative Management * Project Management * Agency Management |

PROFESSIONAL EXPERIENCE

**University of North Texas, Denton and Frisco** *Jan’16 –Present*

*Lecturer & Digital Retailing Program Coordinator*

* Adjunct Lecturer between Jan 2016 to Jan 2022
* Teaching Introduction to Digital Retailing, Digital Channels at UNT Denton and UNT Frisco
* Teaching Digital Retailing Strategies and Talent Development at UNT Denton
* Teaching Digital CRM and Entrepreneurship at UNT Denton
* Digital Retailing Program Coordinator – responsible for curriculum management
* NRFSA Student Advisor

**MantraM Digital Media LLC** *July 2016 – Present*

*Founder*

* Providing expertise in crafting the marketing and digital strategy for education and non-profit organizations.
* Crafting the brand customer journey and developing a digital marketing blueprint
* Social media strategy and content marketing, SEO/SEM, Email marketing, web site design and analytics
* Paid social media ad management and optimization across Facebook, Instagram, Twitter
* Google ad management and optimization

**nectarOM, Dallas TX**

*Client Success Director – Personalization software company Jan ’16- July ‘17*

* Lead the development of **omnichannel personalization strategy** and execution for retail clients including Michaels, Cinemark, Vitamin World and Army & Airforce Exchange
* Lead the strategy and execution of email, mobile and social media targeting, integration and personalization for NectarOM’s clients
* Was able to showcase incremental lift in revenue of 10% in the first 6 months of introducing personalization at Michaels and Cinemark.

**Global Blue, Singapore**

*A global tax-free shopping company for luxury and fashion verticals*

*Associate Vice President, Social Media and Digital Marketing**October ’13-June’15*

* Launched the **global social media practice** for the company across several English, Russian and Chinese social media platforms including Sina Weibo, Vkontakte, WeChat along with the English social platforms.
* Launched best practices for **social customer care** across Global Blue’s offices in Singapore, London and Bratislava.
* Drove 15% increase in overall engagement and reach across all platforms within 6 months by establishing a content strategy and streamlining community management practices.
* Launched and oversaw the global consumer digital marketing strategy. Responsible for tactics for building advocacy and enrollment of the **Global Blue loyalty card** - a pioneer in the category - a Tax Free Shopping loyalty program to facilitate digital tax refunds and build engagement with international travelers.
* Launched an integrated digital media program including SEM, display, social and mobile in Singapore, Russia, China, and Malaysia.
* Led the development of user experience mapping for the consumer marketing website and the mobile responsive site and mobile app strategy and development.

**Aviva Asia Pacific, Singapore** *January ’13-Sep ‘13*

*Growth Markets, Digital Strategy Lead (on contract)*

* Led the development of an **integrated digital strategy for growth markets.** (Singapore, Indonesia and China). Provided digital recommendations by market for the General Insurance business in Singapore and a new Life business in Indonesia.
* Oversight of all hub digital marketing initiatives including the social, mobile, e-commerce related activities across the region.
* Provided guidance and support to the growth business units on digital marketing initiatives and ensured alignment with global digital marketing strategy and approach

**JCPenney Company, Plano, TX**

*Sr. Manager, Social Media Marketing July ’10 – June ‘12*

Developed the social media strategy for the enterprise, with responsibilities including but not limited to community and emerging media management, consumer engagement and brand advocacy.

* Doubled the Facebook fan base in one year, with over 25% growth in engagementacross communities (Facebook, Twitter and Youtube).
* Increased the JCPenney influencer base (blogger relationships) over 200% in one year.
* Advocated social media integration within the company, influencing overall site and business strategies
* Launched the first Facebook social commerce store with the ability to transact within Facebook.
* Launched JCPenney’s presence across social platforms – Pinterest, Google+, Instagram, Kaboodle, Polyvore, Chictopia,Tumblr.
* Initiated the development of social ROI models for acquisition and engagement strategies across social platforms.
* Initiated the establishment of a Social Media Center of Excellence (COE).

*Manager, Digital Marketing Dec 05 – June ‘10*

Responsibilities included managing the online display marketing program nationally and locally, creating the digital media strategy and developing a digital brand measurement model. Also responsible for digital direct response marketing with the objective of driving ecommerce

* Developed a model for analyzing synergies between traditional store and digital media execution
* Coordinated brand tracking surveys, web media analysis programs to improve brand perception by 68%.
* Drove remarketing program tactics to increase online revenue by $20MM translating to 20% growth.

**Kohl’s Department Stores, Menomonee Falls, WI**

*Broadcast Media Strategy May 03 – June 05*

Key responsibilities included strategy and execution of broadcast media plans, transitioning media from a local to a national platform, community marketing and grand opening media and strategy

* Managed the agency of record for TV, radio and print media plan execution with a $200MM media budget
* Coordinated the Kohl’s Cares for Kids Marketing program for the enterprise within local and national platforms
* Managed the development of the Grand Opening media plans for the retailer’s entry into 50 markets and the opening of over 150 stores over the year.
* Led and developed “Associate Appreciation” program for the Marketing Department.

**Starcom Mediavest Group, Chicago**

*Media Supervisor Feb 99 – Mar 03*

Responsibilities included managing client relationships, providing media recommendations across CPG, entertainment and retail clients (P&G, Kellogg’s, Gap, Showtime) and negotiating media buys

* Managed cumulative budgets across multiple clients of over $200MM to develop innovative media programs within print, TV, radio and outdoor.
* Negotiated and executed traditional and non-traditional media buys for assigned markets with cumulative savings of $50MM for clients including Phillip Morris, Procter & Gamble, Kellogg’s, Kraft, and Gap.

PRESENTATIONS

* Digital/Social Media Panel Speaker at SXSW
* Panel speaker at leading digital agency summits (Razorfish and 360i) on digital and social media
* P&G Diversity Conference for agencies and clients
* Brands Council Member of WOMMA (Word of Mouth Marketing Association)
* JCPenney Chairman’s Award winner for best digital campaign management

EDUCATION

## Masters in Advertising - University of Illinois at Urbana-Champaign (Dec 1998)

## Masters in Life Sciences - University of Hyderabad, Hyderabad, India (May 1995)

ACADEMIC RESEARCH

## *Parallel web crawling for customer analytics* – Textile Research Journal