

AQSA RAJPUT

Warsaw, Poland | aqsarajput.pl@gmail.com | +48 515 974 945 | LinkedIn:
linkedin.com/in/aqsarajput

PROFESSIONAL SUMMARY

Senior Marketing & Operations Professional with 10+ years of experience supporting integrated marketing campaigns, cross-functional operations, stakeholder coordination, and customer engagement initiatives across EMEA and North America. Proven background in campaign management, marketing operations, localisation, vendor coordination, CRM support, and workflow optimisation within fast-paced international environments.

Experienced in supporting B2B and B2C marketing initiatives, campaign execution, customer lifecycle activities, and operational processes while collaborating with regional commercial, marketing, and creative teams. Strong organisational and analytical mindset with expertise in reporting, process improvement, project coordination, and scalable workflow management.

PROFESSIONAL EXPERIENCE

Senior Marketing Operations Manager – Groupon Shared Services | 2019–Present

- Acted as a key coordination point between marketing, revenue, CRM, pricing, design, and regional stakeholders across EMEA and North America.
- Led Integrated Marketing Planning (IMP) coordination and supported execution of multi-market marketing campaigns aligned with commercial priorities.
- Managed campaign workflows, scheduling, approvals, and execution across multiple international markets.
- Supported lifecycle marketing initiatives including email campaigns, promotional campaigns, customer engagement activities, and incentive programmes.
- Collaborated closely with creative and design teams on marketing assets, promotional messaging, layouts, typography, and localisation.
- Coordinated localisation and adaptation of marketing content across regional markets while maintaining brand consistency.
- Delivered campaign reporting and KPI analysis using Looker Studio, Google Analytics, Tableau, and internal dashboards.
- Worked extensively with Jira, Confluence, Asana, and Trello to manage workflows, campaign planning, and cross-functional collaboration.
- Supported CRM-related marketing operations and campaign coordination within Salesforce-integrated environments.
- Gained exposure to marketing automation and CRM tools including Marketo and basic HubSpot functionalities.
- Introduced automation initiatives and workflow optimisation processes reducing manual workload by 60% and improving operational accuracy by 85%.
- Created SOPs, operational documentation, and process guidelines to improve scalability and team consistency.
- Mentored junior team members and supported onboarding within international cross-functional teams.

Personalized Vendor Manager – Groupon Shared Services | 2018–2019

- Managed vendor relationships and operational coordination across multiple international markets.
- Supported B2B vendor communication, workflow coordination, and process optimisation initiatives.
- Collaborated with marketing, operational, and regional stakeholders to improve execution efficiency and customer support processes.
- Analysed operational performance data to identify workflow improvement opportunities.
- Implemented structured systems and automation initiatives to improve productivity and operational scalability.

Sales & Marketing Coordinator – Ramada Plaza Hotel | 2017–2018

- Supported marketing campaigns, customer engagement initiatives, and promotional activities.
- Coordinated corporate partnerships, hospitality events, and brand activation activities.
- Assisted with CRM management, campaign coordination, reporting, and customer communication activities.
- Worked with internal departments and external vendors to ensure successful project and event execution.

Market Analyst – CodeBase Technologies | 2015–2016

- Supported marketing initiatives for digital banking and financial software solutions across international markets.
- Assisted with marketing campaigns, market research, competitor analysis, reporting, and marketing materials.
- Collaborated with sales, product, and leadership teams on go-to-market activities and client communications.
- Gained early experience in fintech and SaaS, supporting the promotion of technology solutions for banks and financial institutions.

EDUCATION

Bachelor of Business Administration (BBA) in Marketing – Bahria University

Master's in International Business Negotiation (In Progress) – Collegium Civitas

KEY SKILLS

Marketing Operations • Campaign Management • B2B & B2C Marketing Support • Vendor Management • CRM Coordination • Lifecycle Marketing • Cross-Functional Collaboration • Marketing Reporting • KPI Analysis • Workflow Optimisation • Campaign Localisation • Stakeholder Management • Customer Engagement • Salesforce • Jira • Confluence • Trello • Asana • Google Analytics • Looker Studio • Tableau • Marketo • HubSpot (Basic Knowledge) • SOP Development • Process Documentation

LANGUAGES

English (Bilingual – IELTS Certified) • Urdu (Bilingual) • Hindi (Bilingual) • Polish (A1) • Arabic (A2)

ADDITIONAL INFORMATION

- 10+ years of experience across international and cross-functional environments within EMEA and North America.
- Legally residing in Poland with long-term work authorisation and permanent residency eligibility.