

ALICIA MALMUR

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Marketing Manager

Marketing Manager with 10 years' experience running integrated B2C campaigns for large international brands including Samsung, HTC, and YMCA across paid, earned, and owned channels, both offline and online, including: TV, cinema, OOH, retail, print, PR, social, display, email, OLV, search, and podcasts for all stages of the purchase funnel and planning process.

Market oriented to the point of paranoia. Stickler for creative consistency TTL, adhering to media channel best practice. Robust media knowledge, prioritising channels that: reach the target, fit the positioning, deliver on objectives, and provide the best ROI. Excellent agency management skills, fostering highly productive partnerships. iBreed model followed for assessing creative work.

Experience

October 2019 - Present **SAMSUNG ELECTRONICS, AUSTRALIA**
Marketing Manager - Mobile

Key responsibilities:

- Develop integrated marketing strategies and communications plans across paid, earned, and owned channels (offline and online), managing them through to execution for the Samsung Galaxy foldables category
- Develop best-in-class digital performance marketing strategies and plans for launch and always-on comms, producing personalised prospecting and remarketing creative across dynamic display, social, OLV, email, and search to move consumers through the purchase funnel
- Collaborate cross functionally across internal stakeholder teams including Sales, Product, PR, Corporate Marketing, Channel Marketing, Legal, Finance, and HQ, ensuring endorsement and alignment
- Disseminate master assets to cross functional teams (e.g. Channel Marketing) with clear direction and guidelines
- Develop insight-led briefs that excite and empower the agencies to deliver powerful responses
- Manage media and creative agency partners, from brief to execution
- Manage media and creative budgets and timelines
- Develop and measure key metrics to track the success of marketing initiatives, optimising where required
- Lead and manage the Marketing Executive

Key accomplishments:

- **Delivered innovative Snapchat AR "Shoppable" Lens:** To help Gen Z experience our foldable range during COVID-19 lockdown, we developed an AR shoppable experience that achieved a significant interaction time of 24.62s vs the average platform benchmark of 16s. Read about it here on [Mumbrella](#)
- **Led Samsung's first ever digital mass personalisation pilot:** Sought out to understand whether personalisation trumps generic messaging by developing a creative and testing framework that mapped out tailored messages across: 4 audience segments; 4 features they care most about; and the key digital formats resulting in 130 unique pieces of creative. Although results were negligible, it was a valuable experience on several fronts
- **Surpassed owned digital benchmarks with local creative:** Developed local creative to bridge the gap between the HQ assets and the product's positioning. HQ recognised the work and adapted the approach for future Galaxy Fold campaigns across the globe. Locally, the video content was the highest performing on record for Vogue and GQ with 1.5m completed views across their owned digital channels. Watch one of the videos [here](#)

March 2016 - October 2019 **SAMSUNG ELECTRONICS, AUSTRALIA**
Assistant Marketing Manager - Mobile

Key responsibilities:

- Developed integrated marketing strategies and communications plans (ATL and BTL), managing them through to execution for Samsung Mobile
- Collaborated cross functionally across internal stakeholder teams
- Managed media and creative agency partners, fostering best in class and highly productive partnerships
- Managed media and creative budgets and timelines
- Developed and measured key metrics to track the success of marketing initiatives, optimising where required

Key accomplishments:

- **Delivered a record breaking social campaign, like no other:** The Galaxy A Series (2019) campaign was truly unique and disruptive, [winning YouTube's #2 video of 2019](#), [Ad News' Social Media Campaign of the Year \(2020\)](#), and received a bronze [Effie for ROI](#). Achieved 93% VTR on YouTube, 12k comp entries on TikTok, 45% higher CTR on TikTok vs benchmark, 36s lens playtime on Snapchat vs 16s average and more. Read about it here on [Campaign Brief](#)
- **Received Marketing Excellence Award H1 2019:** Nominated by marketing peers, awarded for delivering the best marketing strategy and brief for Galaxy A Series (2019). Agency partners also communicated that the brief was "the best they've seen from Samsung"
- **Received two highly coveted Professional Excellence Awards:** Awarded by Samsung Australia's President with the "monthly" Professional Excellence Award for "ability to work cross functionality to achieve business outcomes whilst cultivating rich working relationships". Selected from the full year nomination pool to be awarded with the yearly award for this category at the 2018 Christmas party

Oct 2014 - March 2016

SAMSUNG ELECTRONICS, AUSTRALIA

Marketing Executive - Mobile

Key responsibilities:

- Supported the execution of integrated marketing communication plans (ATL and BTL) for Samsung Mobile
- Collaborated cross functionally with internal and external stakeholders throughout implementation
- Supported the management of budgets and timelines

Key accomplishments:

- **Awarded for excellence in campaign management:** Received an award from the Vice-President of Samsung Mobile for excellence in campaign management. Sales results as of 30th Nov 2016 were 6x greater than Gear S2 for the same period
- **Managed Samsung Mobile's first live Facebook event:** As with any live event, it was high pressure, but more so because of the reliance on the live feed. It required thorough planning and agency management, but in the end we engaged 745,811 Australians with \$0 Facebook media spend, a result that was unheard of for brands
- **Led the creative development of highly engaging Facebook content for Galaxy Note8:** Notable achievement given the target audience for this project was particularly difficult to engage with (Apple iPhone owners). Sentiment was 85% positive, some commenting to say that the ad was "satisfying" and a "very creative ad". The ad was made-for-platform, interactive and fun, surpassing all of our media targets

Jan 2013 - Sep 2014

HTC, AUSTRALIA

Marketing Executive

Key responsibilities:

Provided product launch campaign support across ATL and BTL including; creative development, POS marketing material, social media activity, event management, and website upkeep.

Oct 2011 - Dec 2012

YMCA NSW, AUSTRALIA

Marketing Officer

Key responsibilities:

Managed local area marketing campaigns, developed collateral, managed the back end of the website, and developed post-purchase email communications.

Education

Bachelor of Business and Commerce - Marketing

2009 - 2011

Western Sydney University, Australia

Marketing Masterclass with Mark Ritson

July 2020

ADMA