

## Contact Information

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## About Me

I'm a creative marketer who loves turning ideas into engaging content. With experience across top brands, I bring a mix of strategy and storytelling to every project.

## Professional Attributes

- Creative
- Curious
- Results-driven
- Passionate
- Detail-oriented

## Languages

- English ●●●●●
- French ●●●●●
- Kreol ●●●●●

## Core Competencies

- Brand Strategy & Positioning
- Marketing Campaign Planning & Execution
- Digital Marketing & Social Media Management
- SEO, SEM & Google Marketing Tools



## Professional Experience

### Category Manager

*Agiliss Ltd, 2025-Present*

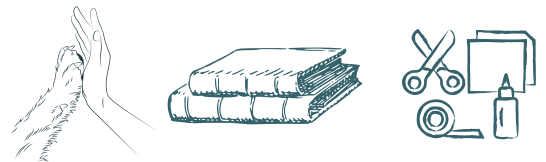
### Brand Manager

*TNS Consumer, 2024-2025*

### Brand Manager

*Phoenix Beverages, 2021-2024*

## Interests



## Academic Qualifications

### Bachelor's of Arts

Mass Communication in  
Marketing, Web Media and Public  
Relations

*Curtin University, 2014-2018*

# Malvika Sellamuthu

## Passionate in Branding and Storytelling

I'm a storyteller at heart with a deep love for marketing. Whether I'm shaping a brand's voice, crafting copy that resonates, or coordinating campaigns that spark engagement —I'm in my element. With years of experience across major local and international brands, I bring both strategic thinking and creative flair to the table. Outside work, you'll find me exploring DIY crafts, walking my pets, or getting lost in a great book.

### SKILLS

- Microsoft Office: Advanced (Word, Excel, PowerPoint)
- Adobe Suite: Intermediate
- Canva: Intermediate
- Trello: Intermediate
- WordPress: Intermediate
- HTML/JavaScript: Basic
- Google Marketing Tools: Intermediate

### ACHIEVEMENTS & EXTRACURRICULARS

- First Prize – Project Citizen (Ministry of Education, Culture & Human Resources)
- Youth Excellence Award – Preservation/Protection of the Environment (Ministry of Youth and Sports)
- Prefect Body and Editor of School Magazine Team - Dr Maurice Curé State College
- Student Ambassador – Charles Telfair Institute/Curtin University
- Secretary for Curtin Sports & Events Committee
- Marketing Coordinator - FIBA U16 African Championship - Mauritius 2017
- Marketing Officer – Indian Ocean Island Games 2019

### PROFESSIONAL EXPERIENCE

#### *Category Manager*

##### ***Sales & Marketing | Agiliss Ltd | 2025 - Present***

- Conducted sales forecasting and demand planning to align marketing strategies with business goals.
- Managed product listings and timely execution of promotions.
- Studied market intelligence to identify trends and competitor trends.
- Supported social media marketing efforts to boost brand visibility and engagement.
- Built NPD strategies - from concept to market launch.

#### *Brand Manager*

##### ***Sales & Marketing | TNS Consumer | 2024 - 2025***

- Led a dynamic marketing team to set KPIs and drive both digital and traditional brand campaigns.
- Oversaw the full brand lifecycle — from strategic planning to execution and impact analysis.
- Crafted compelling, multilingual content across platforms for brands like Danone, Kabisa, Clover, Chaizup, MoFaya, and Love Condom.
- Managed budgets and ensured seamless collaboration with creative agencies, media partners, and suppliers.

#### *Brand Manager*

##### ***Marketing | Phoenix Beverages Ltd | 2021 - 2024***

- Brand plan conceptualisation, execution and evaluation for a portfolio of brands including: Crystal, Fuze Tea, Appletiser, Malta Guinness, Smirnoff, Guinness, Blue Marlin and Pearona,
- Budget management involving events and sponsorships,
- Coordinating with suppliers and communication agencies,
- Working alongside Marketing Managers to build new campaigns, brand strategies and rebranding.

#### *Digital Marketing Specialist*

##### ***Marketing | Netcom Partners Ltd | 2019 - 2021***

#### *Social Media & Marketing Coordinator*

##### ***Sales & Marketing | Service à La Française | 2018 - 2019***

#### *Marketing Coordinator*

##### ***Marketing | Mauritius Basketball Federation (MBBF) | 2017***

#### *Marketing & Communication Intern*

##### ***Marketing & Communication | Eclisia Group | 2016***