



# RAMIYA CATTEN

## SALES & MARKETING EXECUTIVE

A sales and marketing professional with 10+ years of experience in e-commerce, financial services, and real estate. She has led partnership growth and customer engagement strategies at Vivaia, supported personalized financial planning at MassMutual, and managed real estate transactions at Citi Habitats. Skilled in CRM platforms like Salesforce and HubSpot, Ramiya excels in fast-paced, client-focused environments.

## RECENT WORK EXPERIENCE

### ○ GROWTH PARTNERSHIP MANAGER

Vivaia - New York City  
2021-Present

- Oversaw digital and in-store operations for Vivaia's global pop-up shops, aligning customer engagement strategies with e-commerce KPIs and backend performance analytics.
- Collaborated cross-functionally with global marketing, PR, and CX teams to launch data-driven brand activations and experiential retail campaigns.
- Leveraged Shopify POS and real-time inventory management systems to optimize transaction flow, stock visibility, and customer insights.
- Captured and analyzed consumer behavior data to inform HQ's product, UX, and merchandising roadmap through actionable reporting.

### ○ REGIONAL SALES MANAGER

MassMutual - New York City  
2018-2020

- Utilized Salesforce CRM to manage a digital client portfolio, track engagement metrics, and automate sales pipeline activities.
- Delivered tech-enabled financial proposals and application processing across insurance, 401(k), and investment products using proprietary fintech platforms.
- Executed document automation workflows for policy underwriting, compliance validation, and client servicing requests.
- Integrated new regulatory tech tools into business processes to ensure digital compliance in a cloud-based advisory environment.

### ○ SALES ASSOCIATE

CITI HABITATS Real Estate - New York City  
2016-2018

- Used digital listing platforms and CRM systems to manage lead generation, client tracking, and virtual property viewings.
- Built data-informed client profiles to optimize property recommendations using neighborhood trend analytics and search algorithms.
- Created dynamic marketing content for online syndication and digital advertising across property tech platforms.
- Supported transaction execution through cloud-based documentation tools and secure digital application workflows.

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📍 New York, City

## SKILLS

- Strategic Planning
- Content Creation
- Sales & CRM Expertise
- Leadership and Team Management
- Technological Proficiency
- Client Relations Management
- Strong Communication
- Financial Acumen
- Networking and Relationship Building
- Digital Marketing & E-commerce
- Generative AI

## EDUCATION

**BUSINESS ADMINISTRATION , BA**  
**Purdue University**  
2016

**GROW YOUR BUSINESS**  
**Goldman Sachs**  
2020

**AI CONTENT CREATOR PROFESSIONAL**  
**Adobe**  
2023

## LANGUAGE

English