

# SKYJACK'S MARKETING TEAM

## MARKET INTELLIGENCE



**MALCOLM EARLY**  
Vice President of Marketing

[malcolm\\_early@skyjack.com](mailto:malcolm_early@skyjack.com)  
+1 (519) 837-0888 x24657



**VRINDA KRISHNA**  
Data Analyst

[vrinda.krishna@skyjack.com](mailto:vrinda.krishna@skyjack.com)  
+1 (519) 837-0888 x24332



**LAXMAN SANKARANARAYANAN**  
Market Analyst

[laxmanshastri.sankaranarayanan@skyjack.com](mailto:laxmanshastri.sankaranarayanan@skyjack.com)  
+1 (519) 837-0888 x24523

## MARKETING COMMUNICATIONS



**CHRISTINA EVANS**  
Design and Multimedia Supervisor

[christina.evans@skyjack.com](mailto:christina.evans@skyjack.com)  
+1 (519) 837-0888 x24333  
(226) 820-6235



**STEPHANIE RAPKO, CMP**  
Tradeshow and Events Specialist

[stephanie\\_rapko@skyjack.com](mailto:stephanie_rapko@skyjack.com)  
+1 (519) 837-0888 x24388  
(519) 820-8912



**RACHEL DOORNEKAMP**  
Public Relations Manager

[rachel.doornekamp@skyjack.com](mailto:rachel.doornekamp@skyjack.com)  
+1 (519) 837-0888 x24506



**KAVYA BHATNAGAR**  
Digital Content Specialist

[kavya.bhatnagar@skyjack.com](mailto:kavya.bhatnagar@skyjack.com)  
+1 (519) 837-0888 x24509

# MARKETING TEAM

## POINTS OF CONTACT

### VRINDA

- Forecasting
- Market Share
- Monthly /Quarterly reports
- Power Bi Dashboards
- Macro model - prediction

### LAXMAN

- Macro model – modelling
- Competitive information
- Market information – trends
- Strategic analysis

### CHRISTINA

- Branding approvals
- Advertising artwork
- Store Promotional items
- Image requests
- Literature requests

### STEPHANIE

- Tradeshows and events
- Advertising placements
- Customer visits
- Sponsorships

### RACHEL

- Press releases
- Media requests
- Copywriting
- Customer success stories

### KAVYA

- Social Media
- Digital Marketing
- Website