

VIKASH RANJAN

Mobile : 8447033225

Email : vikas.ranjan101@gmail.com

Highly motivated and result-oriented professional with 5 years of experience in Marketing. Possessing a strong background in Marketing, I consistently deliver high-quality work and exceed expectations. With excellent problem-solving abilities, a collaborative mind set, and a strong work ethic.

Career Chronicle

Almondz Global Securities Ltd. (Dec 2023 – Till Now)

Lead Engagement- Digital Marketing

- ✓ Implemented focused campaigns using user journey/segmentation via Push Notifications, SMS and In-App strategies.
- ✓ Responsible for triggering the campaign through CRM Tool (Clever Tap, Net Core, Leadsquared, Route Mobile, AI Sensy).
- ✓ Collaborated with cross-functional teams to meet communication requirements.
- ✓ Customer life cycle management, Chat Bot creation (Whatsapp)
- ✓ Maintained records of push notification and SMS for analysis and execution
- ✓ Conducted numerous A/B tests to optimize communication and improve CTRs.
- ✓ Implemented user-specific targeting on our app, moving away from whole-segment approach.
- ✓ Expertise in Lead Squared.

Nativ Click Pvt. Ltd. (Aug 2022 – Dec 2023)

Senior Executive - Digital Marketing

- ✓ Planning and execution of all On-app marketing campaigns (In-app, Push Notifications).
- ✓ Collaborate with designers to improve user experience
- ✓ Strong understanding of users segmentation, Customer Journey.
- ✓ Automation of Push Notifications based on Consumer events on App.
- ✓ Vendor management & Budget planning
- ✓ Analysis of Competitors Marketing Strategies.
- ✓ Improving Customer experience by identifying the Root Cause (via Feedbacks, questionnaires).

Max Life Insurance (Nov 2021 – Aug 2022)

Senior Executive - Digital Marketing

- ✓ Responsible for creating email template through HTML & CSS

- ✓ Email Marketing through Net core
- ✓ Nativ ads promotions
- ✓ Data nurturing

Nativ Click Pvt. Ltd. (Nov 2019 – Nov 2021)

Executive- Digital marketing

- ✓ Monitor and report on the performance of the campaigns across channels
- ✓ Create Email template through HTML & CSS
- ✓ Build and deliver campaigns through Clever tap / Net core / Verloop CRM Platform.
- ✓ Journey creation / app push / app pop up message through Clever tap
- ✓ Experience in database segmentation, journey automation and campaign coordination

EDUCATION

- MCA from SMU (2016) - 63%
- BCA from SMU (2012) – 67%
- Intermediate from B.I.E.C, PATNA (2009) - 69%
- Matriculation from B.S.E.B, PATNA (2007) – 65%

IT SKILLS

- Diploma in Computer Application
- Skilled with Windows, MS Office (Word, PowerPoint, Excel, Access),HTML,CSS,Bootstrap

EXTRA CURRICULAM ACTIVITIES

- Attended seminar on:
 - Personality Development & Effective Communication”.
 - Corporate Culture & Entrepreneurship Development”.

PERSONAL DETAILS

Father's Name : Sri Binay Kumar Singh
 Date of Birth : 20/01/1992
 Marital Status : Single
 Current Address : Faridabad , Haryana
 Permanent Address : Sec-77, Faridabad, Haryana

Date:

Vikash Ranjan