

GROWTH MARKETING PROFESSIONAL
~ Entertainment, E-COMMERCE & Real Estate Industry ~

Seeking challenging assignments in Digital Marketing/Social Media marketing with an organization of repute, preferably a start up
Experience in search engine marketing and advertisements on social media; Sound understanding of end-to-end business operations in e-commerce industry

PROFILE SUMMARY

- A result-oriented professional with nearly 6+ years of experience in Retail Entertainment, services, real estate & ECommerce Industry
- A strategic thinker and business acumen with excellent decision-making and leadership skills
- Flair of numbers and entrepreneurial experience in F&B and ECommerce

Functional Skills

Google Adwords
E-mail/ SMS Marketing
FB / Twitter / Insta Ads

Google Analytics
Branding using social media
Crowdfunding Research

Display/ Affiliate Marketing
CRM and retention campaigns
WordPress site development

EMPLOYMENT DETAILS

Sept'18 to Mar'20 Anarock Property consultants as Sr. Manager-Digital Marketing

Responsibilities:

- Responsible on online demand generation
- Handling Budget upto 8 Cr MoM basis
- Paid Media planning, execution & measuring
- Exclusive/mandate level management of sales commitment

Aug'17 to Sept'18 Sentio India PVT LTD, New Delhi as Sr. Manager-Digital Marketing

Responsibilities:

- Scaling up marketing campaigns; Spending > \$500,000/month and ROI by \$1M Half yearly.
- Devising strategies to drive organic traffic to our site
- Identify conversion optimization opportunities for marketing site - driven by data/logic
- Developing and managing digital marketing campaigns and measuring their ROI
- Utilizing a range of techniques including paid search, display, SEO and PPC
- Developing creative and copy for campaigns working with the design team

Technology Stack:

- Google Adwords, Native Ads Manager - Facebook, Google, Twitter, LinkedIn
- Google Analytics, Google Webmaster Tools
- Hubspot, shopify and Wordpress CMS
- Optimizely/VWO/Zarget (A/B testing tools)

Oct'16 to Nov'17 Bolt Sports Technologies, Noida as Manager-Digital Marketing

Key Result Areas:

- Media planning and buying
- Tracking deliverables from agencies and affiliates
- Strategizing digital sales
- App Marketing and research.
- Managing online campaigns on Facebook and Google
- Online survey and social media interactions
- Daily paid media reports.
- Social media marketing
- Traffic and traction generation.
- Assisting design and Ecommerce leads.
- Lead generation and email marketing
- Crowd funding and backer research activities

July 2013- April 2014 NexTag, Gurgaon as Analyst SEM Operations

Key Result Areas:

- PPC, Linux, SQL, HBase, Hadoop, Bid Management
- Social media paid campaigns (Facebook, Twitter)
- Optimise existing campaigns by updating Ad copy and adding keywords

June'12- June 2013 PVR Ltd. (widely known as PVR Cinemas), Gurgaon as Social Media Analyst

Role played and Projects handled:

- Develop intranet portal for the company including content management
- Manage and coordinate social media activities with internal teams and agency; SEO; SEM; PPC,
- Update Website content through admin panel

EDUCATION

2016 MBA in International Business from Amity International Business School, Noida with 6.5 CGPA
2013 B.Tech. (Computer Science) from Amity School of Engineering & Technology, Noida with 7 CGPA
2008 Class 12th from Lovely Public School, Delhi, C.B.S.E. Board with 68%
2001 Class 10th from Delhi Public School, Delhi, C.B.S.E. Board with 79%

IT SKILLS

- Well versed with MS Office and Internet Applications
- Digital Marketing Tools/Platforms: Google Adwords, Google Analytics, Survey Monkey, Campaign Monitor
- Hadoop, MySQL, HTML

PERSONAL DETAILS

Date of Birth: September 29, 1991
Address: 201, Tower 15, CWG Village, New Delhi- 110092
Languages Known: English, Hindi and Punjabi
LinkedIn Profile: in.linkedin.com/in/mohakmahajan