

SANJAY SHARMA

B-2, Choudhary Apt., Chakki Naka, Kalyan(E). 421306
sanjaysharma85@gmail.com
Phone: +91 9619149139 |DOB: June 22nd, 1985

Objective-oriented professional and a top tier performer who has a passion for formulating strategic marketing initiatives that meet organizational goals. With more than 4 years of experience in Brand Management and Digital Marketing, has substantial experience in managing all core aspects of Marketing.

Functionally heading the digital marketing team and responsible for the entire digital marketing process within the company that covered Search, Display, Social Media & Analytics

Areas of Expertise:

- Digital Marketing
- Campaign Management – Television and Print
- BTL Marketing Activations

PROFFESIONAL EXPERIENCE

ICICI Securities Ltd| Sr. Brand Manager| Duration: April 2010 to Till Today

Oversee and implement all promotions, brand and digital marketing activities to establish and maintain presence of brand.

Major Achievements:

Digital Marketing:

1. Launch of Youtube channel – ICICIdirect Hangout (February 2013)
2. Launch of MegaMove investment game (December 2014)
3. Planned and executed budget campaign (June 2014)
4. Launch of brand campaign I-Pledge (Sept 2014- Oct 2014) across online platforms. This included Youtube and Facebook promotion, Google display, Innovations on various investment and news related websites. The campaign achieved over 2,50,000 video views on Youtube and over 2,00,000 visits on the microsite with a limited budget.
5. Managed SEM campaign for Trading account alongwith lead generation for education offerings like CFP, CWM and CFA
6. Leads for 3-in-1 trading account from Google campaign increased by 60 % YOY form April 2014 to Nov 2014
7. Planned and Expanded top rankings in SEO for 20 keywords from 5

Brand Management

1. Managed numerous media initiatives and advertising for ICICI Securities including the ICICIdirect Megamove campaign (Oct 2013 to Dec 2013) across Television, Print and Online Medium.
2. Conceptualised and Implemented “StockMIND”, a national stock market based competition for college students to increase penetration of Equity products. Launched in 2012, StockMIND is now the India's biggest virtual stock competition for college students and has helped brand ICICIdirect to touch a base over 50,000 students.

3. Rolled out “Aspire” (Aug 2010- Jan 2010) – A national television event to promote equity amongst the youth in professional college.
4. Planned and executed various media properties that included Money to Wealth show on Zee Business (2011-2012) and StockMIND on Bloomberg TV (2012)/CNBC TV 18(2013).
6. Planned and executed print campaigns in various business and general interest magazines as well as newspapers. This included India Today Group Magazines (2012- 2013), Outlook Group Magazines (2011-2013) and Economic Times (2011-2012)
7. Successfully launched new brand ICICIdirect Centre for Financial Learning with-in ICICIdirect umbrella (2010-2013).
8. Monitoring competition spend and activities for Stock Broking Industry.
9. In-store branding for ICICIdirect & ICICIdirect Centre for Financial Learning branches across India.
10. Managed award entries for the organisation and won many awards like CNBC TV 18 National Financial Awards, Outlook Money Awards, Money Today Awards, D&B awards, etc.

Roles & Responsibilities :

Search Engine Marketing (PPC) ,SEO & Website Management

- Co-ordinate with product heads of various departments to understand the need and design an effective online campaign
- Strategise yearly plan with proper goal set up in terms of impressions served and sales closures
- Budgeting for the entire year and responsible for an effective online media plan resulting to optimised conversion rate with least Cost Per Inwards
- Manage the complete account structure across varied platforms (Web, Mobile, Tab)
- Acquire and develop marketing landscape research and Study competitors' position and product offerings
- Prepare post click customer behaviour reports and identify the profitable landing pages, optimal ad positions, optimal ad campaigns and day parting
- Regular optimisation of Title Tags, Meta descriptions , urls, H1&H2 tags ensuring rich in keywords,properly described and other hygiene factors
- To ensure proper sitemap,inter linking of keywords and images are optimised
- Co-ordinating with Sales team for pushing sales of leads garnered from across online medium

Social Media Marketing

- To overlook all four platforms – Youtube, Facebook, LinkedIn, Twitter
- Conceptualising and working with agencies to create a library of animated educational videos
- Increase video views through organic video seeding
- To create timely topical content videos and seed them properly
- Ideation for creative and content development for posts in facebook
- Creating a bank of educational series
- Games and its promotion in Facebook
- Timely feedback to all queries tracked via hootsuite
- Proper posting of tweets

Brand Building & Display Campaign Optimisation

- Finalise yearly plan based on brand visibility
- Call for plans from publishers across sectors
- Finalise plans and proposals
- Overlook creative team for effective communication customised for respective platforms
- Proper tracking of CTR and effectiveness of campaigns

Cipla Ltd| Management Trainee| Duration: July 2007 to Jan 2008

Role & Responsibility:

Worked as Management Trainee in Sales. Division- Lifecare.

Promote assigned brands to doctors.

Product basket included brands from varied categories like GI, Antibiotics and CVS.

MMS Summer Internship: BASF India Ltd. Duration: April 2009 to July 2009

Project Title: Customer Satisfaction Survey (B2B clients)

Role & Responsibility

Surveyed key customers across India to order to find out customer satisfaction levels for ISO documentation.

Evaluated different factors affecting sales like quality, price, distribution, etc and arrived at quality score of BASF for these parameter in comparison to the competition.

Educational Qualification

Degree	Institute	Board/University	Percentage	Year
M.M.S.- Mktg.	Chetana's R.K. Institute of Management & Research, Bandra – East.	Mumbai	68.00	2010
B.PHARM	V.M.H.P.Shah College of Pharmavy	Mumbai	62.16	2007
D.PHAR	K.M.K. Pharmacy Polytechnic	Maharashtra	73.50	2004
H.S.C.	R.K.Talreja College of Arts, Science and	Maharashtra	66.33	2002
S.S.C.	St. Mary,s High School	Maharashtra	76.13	2000

Additional Qualification

Pursuing Certificate Programme in Digital Media Marketing from ITM Executive Education Centre.

Additional Information

- Won Corporate Talent Championship, 2013 in Group Dance Category
- Winner of Group Dance Competition for 3 consecutive years at ICICI Securities annual event (2011, 2012 and 2013)
- Awarded First Prize in Inter College Dance competition at JOSH 2005 held at Parshvanath College of Engineering

Other Details

Languages Known: English, Hindi, Marathi

Marital Status:Single

Passport no: H9462458

I confirm that the above information is true and correct to the best of my knowledge.

Name: Sanjay A. Sharma

Place: Mumbai

Date: 3/1/2015