### CURRICULUM VITAE

**NAVAL SHARMA**

E-268 Shastri Nagar,

Ghaziabad (U.P) – 201002

India.

Ph: +91-98 915 34383

+91-98 993 30779

Email: naval\_03sharma@yahoo.co.in

**OBJECTIVE**

Intend to build a carrier with leading corporate of hi-tech environment with committed & dedicated people, which will help me to explore myself fully and realize my potential.

**CORE COMPETENCIES**

* Digital Marketing.
* Search Engine Marketing.
* Search Engine Optimization.
* Social Media Marketing.
* Affiliate Marketing.
* Email Marketing.
* SMS Marketing.
* Cross-functional Team Management.
* Research & Development.
* Total Experience- 7+ years.

**PROFESSIONAL EXPERIENCE**

**February 2014 – Present**

Nineteen Apparel Pvt. Ltd**.**

Noida

**URL:** <http://www.shopnineteen.com> & <http://www.pehraan.com>

Shopnineteen & Pehraan is an E-commerce portal of Kansin group; the group was an established exporter of garments and leather products to Europe and has been in the industry for the past 30 years.

Shopnineteen & Pehraan is an online fashion store of western wear & ethnic wear for the women of today. Major targeted audience is women’s between 18th to 34th age group & they shipped pan India.

**Key Contributions:** Currently working as an Online Marketing Manager, taking care of E-commerce sales & generation of new customer data base, this process includes campaign planning, management, monitoring & execution, then make digital marketing strategies which includes search engine marketing (SEO & PPC), social media marketing, execute paid media campaigns on Facebook & Google, create social media daily plans & contest for customer engagement. Execute SMS marketing for crucial offers & campaigns, daily monitoring on email marketing activity & optimize the email marketing data base for better ROI, tie up & measure performance of different affiliate channels to increase the sales & revenue.

* My major responsibilities are to set the online marketing strategy and campaign creation & management. Manage my team and a marketing budget effectively. Delivering traffic growth to Shopnineteen by managing & execution of paid search, SMS marketing, affiliate marketing, organic search & display programme ensuring market out performance. Work with affiliate partners to promote Shopnineteen within the agreed payout, Lead and develop my team to deliver our objectives.
* Create campaigns, Managing Social media marketing, monitoring email marketing activities and analysis of orders, search trend, search term on the website & data analysis through ERP and reporting.
* Execute paid campaign management on Facebook & Google for online fashion store (Shopnineteen.com). Manage remarketing campaigns & dynamic retargeting on Google & Facebook.
* Tie up with different media bodies in digital space & affiliate marketing channels & regular cross check their performance.
* Cross functional team management: Work closely with different internal teams such as CRM team, creative, product & technology teams for the growth of online sales & tie up with external agencies to reduce the abandoned cart rate & increase the conversion rate.
* Keep a close eye on inventory sheet so that we can plan better campaigns to increase the online sales, & suggest inventories, marketing & distribution strategies with account management team to liquidate the products on B2C sites also.
* Employing GA tools, DSR sheet and databases to perform customer intelligence in the digital space - tracking conversion, marketing campaigns, buying behavior, competitive insights, thereby helping drive potentially online marketing and media strategies for online business.
* Focus on drive new customer database from different campaigns & competitors targeting on different media platforms.
* Review comprehensive monthly reports for the complete SEO work being done for the websites.
* Create online marketing strategies for new market launch E-Commerce which includes customer data base generation, sales campaigns & brand management.
* Liaise with all departments (Production, warehouse & offline marketing) to achieve common goals (online sales & increment in the monthly revenue of the company).
* Team Management (Hiring | Manage | Operation | Monitoring | Training).
* Team Size – 2

**August 2013 – January 2104**

Albion Infotel Ltd**. (Company shut down their vertical)**

Delhi

**URL:** <http://www.albionglobal.com/>

Albion was an IT solutions company headquarter in USA, providing complete range of comprehensive solutions to its clients over a decade .It's latest range of offerings are consulting services, Infrastructure Built Services, Facility Management Service, Infrastructure as a Service, Software as a Service, Remote Infrastructure Management and technical support in the space of enterprise and retail.

**Key Contributions:** Worked as an Online & Digital Marketing Manager, taking care of online marketing, E-commerce sales, search engine marketing (SEO & PPC), social media marketing strategy, planning & execution, daily monitoring, team management, and coordinate with production | development team in making of E-commerce portal design & development & functionalities & later to generate online sales.

* SEM campaign management on Google, Bing Ads, Facebook, Linkedin & Sub engines for technical support domain, E-commerce portal (appbanyan.com, buytechere.com) & for different products based websites.
* Affiliate Marketing for product based website on avangate, cleverbridge, shareasale & CJ
* Did reseller partnership with HP, Dell, Lenovo, and McAfee & with other big brands.
* Weekly & monthly reporting to Sr. Vice President & the Management.
* E-commerce Sales, Run Lead based shows, Drive Registration.
* Understands deeply about CPL and CPA model and give online custom solution for product based website.
* Generate comprehensive monthly and weekly reports for the complete SEO work being done for the internal websites.
* Creating online & digital marketing strategies for new market launch E-Commerce, Dynamic and Static portals tracking it from scratch to delivery i.e. (Sales or Lead).
* Validate Site Designs and change analyses, coordinate with production team for deliver the next level designs & functions.
* Make SEO strategies that included on page & off page activities optimization according to latest algorithms.
* Liaise with all departments (Production & Offline Marketing) to achieve common goals (Online Sales & Increase the revenue of the company).
* Team Management (Hiring | Manage | Operation | Monitoring | Training).
* Team Size – 9

**March 2012 – July 2013**

I2k2 Networks Pvt. Ltd.

Noida

**URL:** <http://www.i2k2.com/>

**I2k2 Networks Pvt. Ltd. is more** than a decade web hosting, data center| email solution | server solution provider company, which gives end to end solution to their clients, which includes Digital Marketing services which includes Web and Window Application Development/Designing solution & online marketing of B2C & B2B portals. We as a digital marketing team also give custom solution to the business of our existing and new clients to generate leads & customer acquisitions. Our latest Agency website is OMA <http://www.om-a.in> & ROI Mantra <http://www.roimantra.com/>

**Key Contributions:** Worked as a SEM Manager, taking care of online marketing, E-commerce sales, search engine marketing (SEO & PPC), social media marketing strategy, planning & execution, daily monitoring, team management, and client creation | interaction | retention .

* CPC/CPM/CPA/CPL/ECPC campaign management on Google and Facebook, weekly & monthly reporting to the management and my clients.
* Create online marketing strategies for different clients and their unique requirement across the globe.
* E-commerce Sales, Run Lead based shows, Drive Registration.
* Understands deeply about CPL and CPA model and give online custom solution to clients.
* Generate comprehensive monthly and weekly reports for the complete SEO work being done for the clients.
* Creating online marketing strategies for new market launch E-Commerce, Dynamic and Static portals tracking it from scratch to delivery i.e. (Sales or Lead).
* Keywords Generation: Looking after the keyword generation lifecycle for all the International & domestic markets.
* Validate Site Designs and change analysis.
* Provide insights to the clients and to the operations team for the project.
* SEO strategies that included on page & off page activities optimization according to latest algorithms.
* Liaise with all departments & online marketing clients.
* Team Management (Hiring | Manage | Operation).
* Client Management (Interaction | Retention | Creation).

**December 2010- February 2012**

IS Software Solution Pvt. Ltd.

Noida

**URL:** <http://www.isglobalweb.com/>

**IS Software Pvt. Ltd. is an IT subsidiary or development company of** Benham and Reeves. Benham and Reeves is a letting agent, real estate agents in London, UK. They have 17 other subsidiary company all over the world in big states and dealing in hotels, furniture, interior designing, real estate and builder/contractor in UK and other countries.

**Key Contributions**: Working as a SEO Manager and taking care of 15 online shopping, ecommerce website of different domain or business and majorly taking care of SEO, PPC, SMM, telemarketing, B2B, B2C calling, lead generation activities of all the websites through different online channel. Taking care of cold calling activities to Dubai and Europe region people and search some interesting customers in real estate, interior design, property sale and purchase and helps in generating business and collect some interesting leads for my company. Also generates international and domestic client’s base for our I.T subsidiary company. Managed a team of 5 members.

**August 2009- August 2010**

**Octan Media Ltd. (Company shut down their vertical)**

Gurgaon

**URL**: <http://www.octanmedia.com>

Octan Media Ltd. Is a media wing Company of Rico Auto Industries and is located in Gurgaon.

**Key Contributions**: Working as a SEO Manager. Promoting in-house website, international and domestic client’s website on major search engines through organic SEO.

**May-08-August-09**

Maximum Hit Pvt. Ltd.

URL: <http://www.maximumhit.com>

Maximum hit Pvt. Ltd. is an Internet Marketing Company with expertise in Analysis, Designing and Implementation of Online marketing strategy to fortify your business model.

**Key Contributions**: Worked as an SEO Expert. Test for web application.

**Crestech Software Systems Pvt. Ltd.**

**URL:** <http://www.crestechsoftware.com/>

Crestech Software Systems is independent software testing training company providing outsourced software testing services like functional testing, performance testing, test automation and Software QA across various stages in the software development lifecycle.

**Key Contributions**: Specialization in the Software Testing Training from Crestech Software Systems Pvt. Ltd., Noida which covers manual testing and automation testing.

EDUCATION AND CREDENTIALS

* B. Tech [Computers Science] from Ajay Kumar Garg Engineering College, Ghaziabad affiliated to U.P. Technical University, Lucknow in 2007.
* 12th Board [CBSE] (Nehru Public School, Ghaziabad) in 2001-2002.
* 10th Board [ICSC] (Ingraham School, Ghaziabad) in 1999-2000.

TECHNICAL SKILLS

**Operating Systems:**

• Windows 95/98/2000

• Win XP/Window Vista

**Application Software**:

• Office Tools: Office 97, 2000, XP.

• Easily work on SEO software like Keyword Discovery, Web CEO, Click Tale, Word Tracker, Google Analytics, Webmasters Tools etc.

**Languages Known**:

C, C++, Html

ACHIVEMENTS

* Participated in Quiz Competition held at Luck now Mahotsav.
* Working as an Active member of National Social Services (NSS)
* Secured 65% in Math’s Olympiad in class 10th
* Regular blood Donor in ROTARY BLOOD BANK CAMP
* Gold medal in skit at inter college level.

HOBBIES

Listening Music, Traveling, Table Tennis, Badminton.

STRENGTHS

Eager to learn new things, never say die attitude, Adaptable, Hardworking.

PERSONAL DETAILS

Father’s Name : Shri. A.K. Sharma

Father’s Occupation : Service

Date of Birth : 03 – December- 1983

Sex : Male

Marital Status : Married.

Nationality : Indian

Languages known : English & Hindi

DECLARATION

I hereby declare that all the information given above is true to the best of my knowledge.

REFERENCES

As per request:

Date: -

Place- (Naval Sharma)