**ABHISHEK TIWARI**

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**SUMMARY:**

Digital marketing professional with 5 years of experience who can develop, execute and manage highly effective global B2B and B2C environment and retention strategies. My outstanding cross-functional liaison skills enable me to forge effective relationships with strategic partners, agencies and creative and technical teams in a multicultural and global business environment.

**Areas of Excellence:**

Affiliate Marketing ● Online Advertising ● Google Analytics ● Ad Network Management ● Online Sales ● Publishers Management ●Team Management ● Digital Media Strategies ● Revenue Optimization ●Publisher Management ● Mobile Marketing ● Techno-Functional Initiatives ● Google Adwords ●Business Analytics

**ORGANISATIONAL EXPERIENCE:**

**Fareportal Inc. Gurgaon Assistant ManagerFebruary ’14- Till Date**

**Accountabilities:**

* Generated E-commerce monthly sales of $30 Million through partnering with various publishers and performing digital marketing for a brands viz. Cheapoair (US,Canada& UK), OneTravel and Cheapoastay.
* Increased online sales by 40-45% for all brandsYOY by affiliate marketing program, implementing search engine keyword advertising on Google optimizing their site for search engines and initiating a powerful online social presence.
* Multiply ROI from existing Publishers base through Banner optimization/rotation Aid (internal) site design optimization through project ideas, Introduce new and niche appropriate landing pages
* Managed affiliate programs, projected budgets, identified new partnerships and negotiated major contracts.
* Monitored and analyzed network and publisher performance based on KPIs (ROAS, spend, CPA, revenue etc.)
* Supervise & manage day-to-day function on diverse Digital Marketing areas including Web/Mobile site & application design.
* Implement descriptive unique text within traffic sources (SEM & SEO) Target specific high converting geographic regions, Negotiate improved placement within publishers pages.
* Engaging with key global publishers on an ongoing basis to help exceed their revenue objectives through recommending and implementing best practices.
* Negotiate multiple payout structures including CPL, CPA and CPC
* Become a training, information and advice resource for junior level staff
* Coordinate the production of creative including tailored creative for global publishers.
* Work tightly with technology, product development and content team to identify top producing offers
* Analyze reporting, as well as partner insights, to recommend strategic improvements
* Engagement with global affiliates network and publishers directly, including contract negotiation.
* Generating and interpreting Google Analytics to fine tune marketing campaigns.

**MobheroInc, Bangalore Account Manager September’11 – December’ 13**

**Accountabilities:**

* Responsible for reaching out and developing business relationships with publishers and advertisers enabling a successful integration with their applications
* Packaging and sales collateral development including presentations, proposals, scripts, etc. Regionalization of materials for international markets.
* Understanding the client requirements, doing research on the client requirements, Solution / Proposal Development, Service Presentation, Negotiation, Service Delivery and Relationship Management.
* Work hand in hand with the product team and give comparison of competitors and make sure the best technology in place and insist to modify whenever there is a requirements.
* Build and maintain excellent relationships with colleagues and clients Build, develop, and grow any business relationships vital to the success of the project.
* Getting necessary contracts signed & discussing the payment/invoicing and other terms with the vendor.
* Develop full-scale project plans and associated communications documents.
* Effectively communicate project expectations to team members and stakeholders a timely and clear fashion. Liaise with project stakeholders on an ongoing basis.
* Initiate marketing strategies and coordinate actions to influence the market. Clarify goals and reach agreement maintaining the interests of all parties.
* Effectively utilized Digital Marketing tools like SEM, Social Media (Facebook, Twitter, LinkedIn)
* Manage the proposal development process and maintain the time-lines for the proposal teams
* Conceptualizing & executing strategic & tactical offers & promotions in line with prevailing market conditions, special occasions & competition action, in order to sustain & increase traffic & revenues.
* Drive and monitor target audience communications and activity, including community management/user feedback group experience and education
* Create marketing collateral including case studies, one sheets, whitepapers, FAQ, feature or benefit sheets, etc.
* Develop draft proposals based on team meetings and discussions. Ability to discuss strategic and sensitive issues.

**Sky Top Info Solution, New DelhiExecutive-Marketing May’08- May’ 09**

**Accountabilities:**

* Managing all communications activities based on detailed monthly activities list.
* Handing Business Development activities for the organization.
* Meeting Clients and build a rapport to secure monthly budget from the clients.
* Developing marketing strategies to build consumer preference and drive volumes; implementing marketing activities for successful launch of products.
* Formulating and implementing ATL / BTL marketing concepts as a part of brand building & market development.
* Developing relationships with key partners for brand building & co-branding opportunities
* Interfacing with the management for suggesting the most viable marketing communications solutions.
* Taking various initiatives for enhancing the customer satisfaction through value added services.
* Implementing short/long-term plans for achieving process objectives.
* Utilizing market feedback to develop marketing intelligence for formulating plans.
* Identifying new market and sales promotions using creation of marketing collateral.
* Conducting sales presentations, Lead generation.

**ACADEMIC CREDENTIALS:**

* **Post Graduate Diploma in Management in Marketing** from NHLI, Bangalore in 2011**.**

**PROFESSIONAL CERTIFICATION:**

* **Google Analytics Certified**
* **Google Adwords Certified**

**IT Forte:**

* Conversant with MS Office, Windows, Mac.
* HTML,Wordpress, Magento, Linkshare, Commission Junction, Pepperjam.

**EXTRAMURAL ENGAMENTS & ACCOLADES:**

* Functioned as:
* Member- Fund organizer for the flood victims of Karnataka State. 2009
* Coordinator-College annual fest (SARGAM ) 2009-2010
* Student Coordinator- NHLI Club at NHLI in 2010
* Participated in the International conference on “Strategic Customer Relationship Management”

**PERSONAL DOSSIER:**

Date of Birth :January 25th 1985

Martial Status :Unmarried

Nationality :Indian

Present Address :New Delhi

*References: Available on Request*