**TEJ SHARMA**

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**Objective:**

To work in learning and challenging environment, utilizing my skill and knowledge to be the best of my abilities and contribute positively to my personal growth as well as growth of the organization.

**PROFESSIONAL EXPERIENCE (13 YEARS, 2 MONTHS)**

***4th* STYLAM INDUSTRIES LIMITED**

**Designation**: Sr. Executive – Brand & Communication

**Duration**: August 2015 to till date (9 years+). <http://www.stylam.com/>

***3****RD* **MICROFORCE COMPLETE SOLUTION PVT LTD (MFCS)**

**Designation**: Sr. SEO Analyst **Duration**: June 2014 to July 2015. <http://www.mfcs.com.au/>

*2ND* **ONLINE MEDIA BUSINESS SOLUTIONS (OMBS)**

**Designation**: SEO Manager **Duration**: April 2013, May 2014 <http://www.ombs.in/>

*1ST* **SOCHTEK INDIA**

**Designation**: Web Analyst **Duration**: Nov 2011, April 2013 <http://www.sochtek.com/>

**CURRENT JOB RESPONSIBILITIES:**

**Current Position - Sr. Executive - Brand & Communications**

Currently I am working under an enthusiast team who is responsible for Stylam’ s brand plans (ATL, BTL, exhibitions & events), brand strategy; product development in alignment with the overall business plans/sales/growth targets.

In my current position as a Sr. Executive - Brand and Communications, my major individual responsibilities are

* competitors research to study what’s going on in the market,
* product catalogues/brochures (end to end execution)
* designing brief for agency and coordinating for creative,
* ensuring brand guidelines adherence in all communication.
* Preparing cost comparison report and cost approvals from the management and issuing POs for and ensuring timely delivery.
* preparing SKUs list of products to include in current year catalogue, and to share with the factory to produce the samples and instructions to pasting vendors and ensuring timely delivery.
* pop, gifts items selection to delivery execution.
* vendor selection and management,
* statistical reports on sales data to help decision making,
* Supporting Sales team for creatives and other branding requirements.
* Matching of target samples of all foreign clients from different supplier,
* Identifying matching edgeband from different suppliers,
* Social Media Planning and Coordination with agency etc.
* ensuring website and digital assets are updated.

**Domestic Market (for 6 different Brand’s product catalogues and brochures)-**

**Responsibility - Market Research/Planning/ designing brief for agency /Content/Artwork Execution/ Cost Comparison & Printing Vendor & approvals from Management/ensuring timeline-based delivery/distribution.**

**Export Market (for 11 different product catalogues range with 1500+ SKUs, 20+ different clients)**

**Responsibility - Market Research/Planning/ designing brief for agency /Content/Artwork Execution/ Cost Comparison & Printing Vendor & approvals from Management/ensuring timeline-based delivery/distribution.**

**Exhibition and Events –**

**Responsibility -**Stall Selection/Design/Fabricator/Costing approvals & execution.

**International** - Interzum, Big 5, INTERMOB TRADE FAIR, etc

**Domestic – IndiaWood, Matasia Expo,** Design Perspective (FOAID), BUILD & DESIGN', INT-EXT Expo, ZAK DOORs & Windows EXPO, etc

**ATL/BTL activities-**

**Responsibility -** from planning to execution for below activities.

Dealer/Distributors boards Flex, GSB, Acrylic Boards, Standees and poster display stands. Wall / Pillar branding, Posters/Danglers, Floor Standing Unit, Counter Top Displays, Banners, Glass branding, One Way visions boards, corporate gifts, product brochures etc. Magazine (like Ply Reporter, Surface Reporter, FDT)/News Paper Ads also.

**TVC –** Worked closely with seniors during TVC and sponsorship with Kings XI Punjab during Dream11 Indian Premier League.

**Previous Work History (Before August 2015)**

**SEO – Search Engine Optimization Responsibilities**

* Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities,
* Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages,
* Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific with content team,
* Develop, manage and execute communication/content strategies via social communities in coordination with client goals,
* Implement and administer search engine programs (XML sitemaps, Webmaster Tools, Google analytics property setup), Creating titles/descriptions/keywords for different web pages/posts including target keywords,
* Monitor and evaluate search results and search performance across the major search channels in order to improve rankings,
* Monitor and evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies,
* Communication to team and management on project development, timelines, and results,

**SMO – Social Media Optimization/Marketing**

* Creating new/Updating running Social Media fan pages (Facebook, Twitter, YouTube, LinkedIn, Instagram etc.) on different social media platforms.
* Creating titles/descriptions/keywords for different posts,
* Coordination for design creatives for posts with design agencies.
* Planning/Creating/Running Paid Ad Campaigns for Facebook/Twitter/LinkedIn etc. to fulfill different targets of clients/businesses.
* Experienced in identifying target audiences and devising effective campaigns.
* Deciding/Analyzing budget on different Ad Campaigns.

**Email Marketing Responsibilities**

* Research/Planning Email-Marketing Campaigns
* Writing Eye Catching Subjects.
* Selecting Template Design/Development from design agencies and Suitable Content/Action Points etc.
* Designing/Deciding Landing Pages.
* Preparing Reports and Analysis.

**Google AdWords (PPC Responsibilities)**

* Keyword Planning/Research/Targets with different tools like **Google Keyword Planner**.
* Writing Ad Copy,
* Campaign Strategy and Development.
* Tracking Result Reports.

**Educational Qualification:**

* Masters in Computer Application from **CT Institute of Management and IT (Punjab Technical University) Aggregating 70% marks in 2011**.
* Bachelor in Science (Physics, Chemistry, Mathematics) from **Post Graduate College Sarkaghat (H.P University) with 54%** aggregate in **2007.**
* 12th from **HPBSE DHARAMSHALA** with **60%** aggregate in **2004**.
* 10th from **HPBSE DHARAMSHALA** with **55%** aggregate in **2001**.

**TECHNICAL SKILLS**

* Languages: Professional knowledge of C#, Basic Knowledge of C, C++, Java
* Database: SQL Server 2005, SQL Server 2008
* Technology: Asp.Net 3.5, 4.0

**Projects Undertaken at Post Graduation**  
  
**Projects**

* Online Shopping (Web Application)
* Video/Music Download/Playlist Management Website.
* **Organization: Labs n Racks Jalandhar**.
* **Role:** Trainee
* **Learning: Asp**.Net, SQL Server 2008, MY SQL Server, HTML, CSS, Java Script, J Query

**PERSONAL ATTRIBUTES**

* Disciplined, Energetic and Results Orientated.
* Positive Attitude, Determined, High Energies & Sincere.
* Hard & Smart Working.
* Analytical skills & ability to quickly understand / anticipate the business requirement and outline the business benefit.
* Self-driven and highly motivated.

**PERSONAL PROFILE**

* **Date of Birth**: 07-Mar-1986
* **Marital Status**: Married
* **Hobbies:** Spending time on Internet, Watching Hollywood Movies.
* **Languages Known**: English and Hindi.

**DECLARATIONS**

I hereby declare that the above information furnished is true to the best of my knowledge and belief.

Place: Chandigarh Tej Sharma  
Date: ---------------- Sign ----------------