

Jignesh Soni

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Dy. Manager Sales and Marketing

SUMMARY

Results-driven Sales and Marketing professional with 13 years of experience in sales and 1.5 years of specialized expertise in marketing. Skilled in digital marketing, sales analytics, and strategic business development. Committed to maximizing business growth, driving results, and fostering innovation.

KEY SKILLS

- Marketing Strategy Development & Implementation • Sales Strategy & Forecasting • Market Research
- Business Development • Social Media Campaign • Direct Sales • SEO & Keyword Optimization • Content Strategy
- Marketing Materials • Google AdWords • Digital Marketing Campaigns • Marketing Automation • Marketing Automation Systems
- Digital Marketing & Advertising • SEM • Product Promotion • Sales Strategy Development • Team Leadership • Email Marketing • PPC Campaign Management • Project Management

TECHNICAL SKILLS

- Social Media Advertising • Search Engine Marketing (SEM) • Google Analytics • SEO Audit • MS office • Email Marketing Platform • Data Analytics • Content Management Systems (CMS) • Customer Relationship Management (CRM)

EDUCATION

PG Certification in Digital Marketing and Communications Apr '22 - Feb '23

MICA & UPGRAD Ahmedabad, IN

- Demonstrated expertise and knowledge in the field by highlighting relevant course modules.
- Proficient in core principles and strategies of marketing, including market research, target audience analysis, and campaign planning.
- Successfully drove campaigns using digital marketing metrics and channels.
- Designed and optimized websites to establish a strong web presence, enhancing user experience, implementing SEO strategies, and driving organic traffic growth.

MBA / PGDM Marketing Apr '15 - May '17

Sikkim Manipal University (SMU) Ahmedabad, IN

Correspondence

- Mastered basic Marketing fundamentals and its core principals.

Bachelor of Commerce Jun '12 - May '14

Gujarat University Ahmedabad, IN

- Graduated in B.Com from Gujarat University

PROFESSIONAL EXPERIENCE

Deputy Manager - Marketing & Sales & Business Development Sep '14 - Present

i-Sourcing Technologies Pvt. Ltd. Ahmedabad, IN

A IT company Government Tenders information & procurement firm, headquartered in ahmedabad with an employee base of 500+ professionals

Marketing Strategy & Implementation

- Created compelling and persuasive content for website, blog, social media, sales, and marketing materials.
- Developed and executed new content marketing strategies, such as link building and optimizing existing content
- Generated marketing reports by analyzing performance data to provide actionable insights
- Orchestrated SEO and keyword optimization to ensure 100% accuracy in translating technical concepts.
- Conducted research to enhance strategic branding initiatives and develop a comprehensive marketing plan for print and social media.

Account Management & Sales & Business Development

- Managed client accounts, actively participated in strategic discussions, and assisted in day-to-day work.
- Executed projects involving quantitative analysis and industry research, and developed client proposals and presentations.
- Crafted compelling case studies highlighting successful projects and their impact on the business

- Created compelling case studies highlighting successful projects and their impact on the business
- Coordinated with the Sales Manager to align content with customer requirements
- Generated new leads through cold calling and by utilizing tender result data available from department websites.
- Collaborated closely with the sales team to generate innovative campaign ideas and develop launch plan sheets.

Sales Executive

Apr '10 - Aug '14

e-Procurement Technologies Ltd

Ahmedabad, IN

A IT company Government Tenders information & procurement firm, headquartered in ahmedabad with an employee base of 500+ professionals

Sales & Business Development

- **Achieved a renewal ratio of 80%+ annually** by generating new leads through cold calling and successfully closing renewal clients for the company
- **Managed and maintained existing client accounts while resolving customer queries**
- **Coordinated and managed team** to achieve sales targets and handle customer queries effectively.
- Consistently exceeded sales targets, achieving an average yearly subscription sales growth of over 80%+
- Supported team members in successfully closing corporate deals and provided motivation to achieve consistent results

SME Business development Executives

Jul '08 - Mar '10

Times Internet Ltd.

Ahmedabad, IN

The Times Group is one of India's largest media conglomerates Internet Division for Tenders information services.

Sales & Business Development

- Administered market research to identify branding opportunities and track media coverage.
- Managed customer relations and accounts for tender information services
- Managed client inquiries and resolved customer issues related to tender submissions
- **Achieved consistently 70% throughout tenure in subscription selling**

Asian Media & Marketing Group

Jul '08 - Mar '10

Ahmedabad, IN

US & UK based gujarti magazine group

Data Entry Operator

- **Data Entry work of customer data and their subscription details.**
- Data Entry work of all new data manuall entry of prospective clients
- Managing all database of companies & doing work of as per assisgned task

KEY PROJECTS

Objective: To enhance website Traffic from 300 to 3500+ within 6 months | Tender247 website Project

- **Solution:** Streamline SEM channels, implement PPC campaigns & **boost traffic by 100%**
- **Achievements:**
 - Achieved the Highest conversion (lead forms) from 100 to 300 per day by optimizing camapigns with existing budget.
 - Successfully executed email marketing campaigns to on-board **3000+ new users** in 3 months & reduce drop-off rates by **25%**
 - Utilized the existing network & contacted high-profile websites/blogs to secure backlinks & boost **DA** from **30 to 45**
 - Successfully executed mobile app install campaigns to on board **100+** daily new customers

ADDITIONAL INFORMATION

- **Languages:** English (fluent) and Hindi(fluent) and Gujarati(fluent)