

Tejas Joshi

Marketing Head

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Proactive and innovative marketing professional with 15+ years of experience in developing, implementing, and strengthening marketing plans. Skilled in forecasting, project management, and strategic planning with exceptional communication abilities. Proficient in web-based marketing strategies, email marketing campaigns, digital advertising, and social media marketing. Experienced in measuring ROI and analyzing web and marketing analytics. Demonstrated ability to monitor trends and capitalize on emerging opportunities. Proficient in digital marketing with 5.5+ years of experience in this field.



Skills

- Digital marketing strategy development and execution
- Search engine optimization (SEO) and search engine marketing (SEM)
- Web-based marketing campaigns and email marketing
- Social media marketing and management
- Digital advertising and media planning
- Web and marketing analytics
- ROI measurement and optimization
- Business analysis and strategy development
- Strong verbal and written communication skills



Work History

**Jul 2017 -
Current**

Marketing Head

NCrypted Technologies Pvt. Ltd

- Develop and implement advertising campaigns to promote sales of products and services.
- Develop and implement communication strategies and information programs, publicize activities and events, and maintain media relations.
- Manage organization's online presence, including public relations, communications, commercial activities, and social media management.
- Plan and execute digital marketing activities and lead generation efforts.
- Manage SEM, SEO, SEA and SMO.
- Plan for business incremental requirements and represent the company at various platforms and conferences, such as SLUSH, etc.

**Nov 2012 -
Jun 2017**

Marketing Manager

Telenor

- Plan and execute ATL and BTL activities, including customer engagement, roadshows, events, canters, fairs, college activities, society activities, and road rallies.

- Manage retail visibility, including POSM management, team of merchandisers, signage planning, and installations.
- Manage external visibility, including OOH, store branding, and wall wraps.
- Plan and manage promotional plans and activities.
- Core team member in successfully planning/executing brand change project with 360-degree change across Gujarat.

Dec 2011 - Nov 2012 **Marketing Manager**
MTS

- Plan and execute BTL activities, including van, fairs, college activities, and society activities.
- Execute ATL activities.
- Manage retail visibility, including POSM management and team of merchandisers.
- Manage external visibility, including OOH, store branding, and wall wraps.
- Plan and execute promotional plans and activities.
- Manage local creative and corporate adaptations as per brand guidelines.
- Achieve highest number of FOC sites in terms of size and strategic locations.

Jan 2011 - Dec 2011 **Relationship Manager**
Vodafone

Sep 2008 - Jan 2011 **Zonal Marketing Manager**
NJ India Invest

- Managed marketing and promotional activities in Gujarat and Rajasthan.
- Implemented strategies for lead generation, sales-boosting activities, and events in the entire zone.
- Maintained and implemented activities calendar for the entire zone.

Education

Apr 2005 - Mar 2007 **MBA: Business Administration and Management, General**
N.R.I.B.M, Gujarat University - Ahmedabad, GJ

Apr 2001 - Mar 2004 **B.C.A: Computer And Information Sciences**
Saurashtra University

Certifications

Google Ads Display Certification