



DIVYANSHU CHAWLA

MARKETING AND BUSINESS DEVELOPMENT PROFESSIONAL

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🌐 [LinkedIn](#)

PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for unforgettable marketing campaigns.

SKILLS

- Great communication and networking skills
- Adaptable to work independently as well as to collaborate with a team
- The ability to work under pressure and multi-task
- The ability to follow instructions and deliver quality results

EDUCATION

- Narsee Monjee Institute for Management Studies, PG-Certification in Digital Marketing 2019-2020 (62%)
- University of Petroleum and Energy Studies, B.Tech in computer Science 2011-2015. (66.6%)
- Central Academy Indira Nagar, Lucknow, Inter 2011. (74%)
- Central Academy Indira Nagar, Lucknow, High-School 2009. (85%)

WORK EXPERIENCE

Marketing Strategist at Gormalone LLP(NITARA)

SEPTEMBER 2021 - PRESENT

- End to end strategy planning for Digital Marketing Campaigns.
- Email Marketing through Hubspot.
- SEO analysis
- Social Media Marketing both paid and organic
- Website Revamping
- Lead Generation
- Content Management independently and agency driven
- Content Management for Blogs, Newsletters and White Papers
- Event and Webinar Promotions
- UI/UX and thematic Review
- Hands on experience with Canva, MAilchimp and Hootsuite
- Handling a team for carrying out above mentioned tasks.

Digital Marketing Manager at Etech Global Services LLC, Gandhinagar, Headquarters at U.S. TEXAS

DEC 2020 - AUGUST 2021

- End to end strategy planning for Digital Marketing Campaigns.
- Email Marketing through Hubspot.
- SEO analysis using tools like SEMrush
- Social Media Marketing both paid and organic
- Website Revamping
- Content Management for Blogs, Newsletters and White Papers
- Event and Webinar Promotions
- UI/UX and thematic Review

Marketing Campaign Manager at VMukti Solutions Private Limited, Ahmedabad

MAR 2020 - DEC 2020

- Setting up and optimizing Google Ad-words and Social Media Marketing campaigns..
- Identifying market trends and insights.
- Driving the lead generation through performance marketing with hired agencies on board.
- Co-ordination with IT/Technical Team for content creation.

ACTIVITIES & HONORS

- Won third prize for IBM Gurukul project.
- Won several prizes at school/district level for various academic and socio-cultural events.
- Won State level Antakshari Competition.
- Won Nestle Maggie GK quiz.
- Singing and practicing my vocals at times.
- Playing Drums, Tabla and Dholak. Bongo is my favorite.
- Also participated in stand up comedy.

PERSONAL DETAILS

Date of Birth

17 September 1993

Languages Known

English, Hindi, Gujarati, Punjabi

Marketing Campaign, Event Co-ordination and Industry Analysis at Confederation of Indian Industry, Gujarat State Office, Ahmedabad

DEC 2018 - MAR 2020

- Lead generation, cold calling, concept selling, up-selling, B2B/B2G meeting co-ordination, sales co-ordination, planning & execution
- Content management, creatives, social media marketing and performance marketing for event promotion.
- Market campaigns and socially promote the department's services and events.
- Successfully executed initiatives like Vibrant Gujarat 2019, Excon 2020 Roadshows, Auto-expo 2020 Roadshows and other Industry sector and corporate events.

Digital Manager at Vivo Desportes, Ahmedabad

NOV 2017 - DEC 2018

- Managed company's online presence – regularly updated the company's website and various social media accounts.
- Prepared presentations for prospective clients and provided compelling product demos emphasizing service features and benefits, discussing contract terms, quoting prices, and preparing sales orders via phone as well as in person.
- Monitored ongoing marketing campaigns and developed market for new concept like 3-D holograms, virtual reality, 3-D graphics.

Founder at Mothersbud, Gandhinagar

MAY 2015 - NOV 2017

- Being a student away from home and home food, I got this idea in my last year of college that we all have a common love for home food. I started working on it under the supervision of 'The 1947', an incubation center in Gandhinagar, Gujarat.
- Hired a team of web developers, graphic designers and delivery boys. Single-handedly worked on business model, revenue model, brand strategy, marketing strategy and market research.
- Created a team of 17 housewives in the locality, trained them on maintaining the hygiene and provided them with premium branded packing.
- Extracted major business from PDPU, NIFT, TCS and NID Gandhinagar.
- Managed both field and office work on a daily basis.
- Got media attention through an article [published by DNA](#).