



# Priyanka Singh

*Dynamic Marketing Professional Delivering  
Exceptional Results and Driving Business Growth*

## Education

- PGDM (Marketing & Customer In-sighting) (2014 – 2016) || Kirloskar Institute of Advanced Management Studies (KIAMS)
- Computer Engineering (2009 – 2013) || L.D. College of Engineering

## Skills

Hubspot  
Canva  
Zoho  
Dynamics 365 Marketing  
MailChimp  
SendInBlue  
Hootsuite  
Buffer  
SemRush  
UberSuggest  
Google Analytics  
Wordpress  
Keyword Planner

## Certifications

- MB-910 | Microsoft Dynamics 365 Fundamentals (CRM)
- MB-920 | Dynamics 365 Fundamentals Finance and Operations Apps (ERP)
- MB-220 | Microsoft Dynamics 365 Marketing Functional Consultant

**Mobile No:** 8866156023

**Email:** psnsps.1270@gmail.com

## Work Experience

### ● Octalsoft (May 2023 – present)

#### Marketing Manager

- Research, plan, manage, and execute industry events (webinars, roundtables, conferences) in various locations such as the US, India, Europe, etc.
- Maintain event calendar and detailed action plan for delegate acquisition, promotion activities, reporting, and follow-ups.
- Manage and support key accounts.
- Develop strategies and tactics to enhance company reputation and drive qualified traffic.
- Execute successful marketing campaigns from idea to implementation.
- Create strategies and tactics to promote the company and attract qualified traffic.
- Implement marketing campaigns through various channels like content creation, content curation, pay-per-click campaigns, event management, publicity, social media, lead generation, and performance analysis.
- Produce valuable and engaging content for the website and blog to attract and convert target groups.
- Build strategic relationships and partnerships with industry players, agencies, and vendors.
- Prepare and monitor marketing budget on a quarterly and annual basis, allocating funds wisely.
- Supervise and approve marketing materials, including website content, banners, brochures, and case studies.
- Measure and report on the performance of marketing campaigns, gaining insights and assessing against goals.
- Analyze consumer behavior and adjust email and advertising campaigns accordingly.

### ● Intech Systems (Oct 2021 – Feb 2023)

#### Assistant Marketing Manager

- Collaborated with Microsoft's marketing team to create GTM plans.
- Worked internally to develop and execute strategic marketing campaigns for customer acquisition and retention.
- Generated leads through SEO, affiliate/influencer marketing, SEM, SMM, PPC, and analytics tools.
- Managed and executed industry events globally, including webinars, roundtables, and conferences.

### ● Gateway Group Of Companies (Feb 2021 – Sept 2021)

#### Digital Marketing Strategist

- I worked with the team to develop, implement, and execute strategic marketing campaigns to attract potential customers and retain existing ones.
- I generated leads through various channels such as SEO (on-page and off-page), affiliate/influencer marketing, SEM, SMM, and PPC (Google Ads, Facebook/Ads), as well as utilized Google My Business and analytics tools.

### ● Datinox (Oct 2018 – Dec 2020)

#### Marketing and Client Acquisition Manager

- Conduct market research to understand consumer needs, habits, and trends.
- Generate creative ideas for marketing campaigns.
- Support outbound and inbound marketing activities, including content development, advertising, and event planning.
- Coordinate with external vendors for promotional events and campaigns.
- Collaborate with marketing professionals to enhance brand awareness efforts.
- Plan and implement initiatives to reach the target audience through various channels.
- Analyze marketing data to shape future strategies.
- Manage industry events globally, including webinars, roundtables, and conferences.
- Maintain event calendar and detailed action plan for delegate acquisition, promotion, reporting, and follow-ups.

### ● Open Link Systems (June 2016 – Sept 2018)

#### Marketing and Client Acquisition Manager

- As the marketing team leader, I oversaw all marketing activities, including SEO (on-page and off-page), affiliate/influencer marketing, SEM, SMM, and PPC (Google Ads, Facebook/Ads), along with utilizing Google My Business and analytics tools.
- I personally engaged with clients/customers throughout the entire process, from initial cold calling to closing the deal, optimizing performance and process efficiency.