

AMAN SINGHAL

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PROFESSIONAL PROFILE / CAREER SUMMARY

Operations and Marketing enthusiast with hands-on experience in B2B product operations, digital marketing, and social media campaigns. Adept at cross-functional coordination, data analysis, and business development. Proven ability to drive operational efficiency and optimize user experience through structured processes and strong interpersonal skills.

AREA OF EXPERTISE

- Product Operations
 - B2B Platform Management
 - Marketing & Business Development
 - Social Media Marketing
 - Data Analysis & Market Research
 - SQL (Intermediate)
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PROFESSIONAL EXPERIENCE

Operations Coordinator - BrandSearch, powered by afaqs!

Noida, India | December 11, 2024 - Present

- Oversaw the entire product lifecycle, including data onboarding and user experience optimization.
 - Coordinated with editorial, tech, and business teams for platform updates and performance enhancements.
 - Managed pricing plans, credit systems, and user support operations.
 - Regularly updated brand and agency data to ensure accuracy and relevance.
 - Led marketing campaigns and ideation for improved product visibility and engagement.
 - Analyzed user feedback to drive product enhancements and roadmap planning.
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INTERNSHIPS

Marketing Intern - Pickyourtrail | IBS Gurgaon | Feb - May 2023

- Reached out to hotels/resorts for B2B contracts via email.
- Conducted market price analysis in Excel comparing OTAs and Bedbanks.
- Handled retention calls for potential customers in Dubai and Singapore.
- Onboarded 80 hotels and converted 22 international leads (Dubai & Singapore).
- Achieved better pricing margins (15-25%) than competitors.

Social Media Marketing Intern - Aashman Foundation | Jul - Oct 2021

- Promoted NGO initiatives across Instagram, Facebook, and Twitter.
- Raised awareness and funds for underprivileged communities.
- Created banners and visuals to boost engagement and visibility.

EDUCATION

PGPM (Marketing - Major, Finance - Minor), IBS Gurgaon | ICFAI Business School | 2024 | CGPA: 6.49

BBA, Rukmini Devi Institute of Advanced Studies | GGSIPU | 2022 | 77.60%

Senior Secondary (XII), Sachdeva Public School | CBSE | 2019 | 81.20%

Secondary (X), Sachdeva Public School | CBSE | 2016 | 8 CGPA

ACHIEVEMENTS

- SIP Appreciation Award (2023)
- Letter of Recommendation from SIP company (2023)
- Achieved 15-25% better margins vs competitors (2023)
- Onboarded 80 hotels and converted 22 international leads (2023)

CERTIFICATIONS

- Intermediate SQL Queries - DataCamp (2022)
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SPECIAL PROJECT / TRAININGS

- B2B platform operations and UX enhancement at BrandSearch
 - Pricing and data comparison project during SIP at Pickyourtrail
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STANDINGS

- Operations Coordinator, BrandSearch - afaqs!
- Summer Intern, Pickyourtrail
- Social Media Intern, Aashman Foundation