

SONAL NARENDRA KHOT

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Professional Summary

Dynamic and result-driven marketing professional with over 9 years of experience in Data Analysis, Strategy Marketing initiatives, Managing Cross-functional teams, and driving significant brand growth. Proven ability to leverage data-driven decision-making to enhance market presence and boost revenue. I am seeking a managerial role in a multinational corporation where I can contribute to global marketing strategies and lead high-impact projects.

Work History – 9 Years 7 Months

Marketing Manager at Roofsol Energy Pvt Ltd April 2023 – Aug 2024 (1 year 5 Months)

- Spearheaded marketing campaigns that increased brand recognition by 20%, leading to substantial growth in the market.
- Directed a website redesign and launched new product sites, enhancing user experience and increasing engagement by 25% through social media platforms.
- Implemented Google Analytics for real-time traffic monitoring, optimizing web performance and driving a 30% increase in viewership.
- Produced high-quality YouTube content featuring drone footage of solar projects, increasing viewership by 30%.
- Compiled a comprehensive project database for streamlined marketing collateral management.
- Designed a lead generation funnel to qualify captured prospects during the BTL activities.
- Crafted compelling brand messaging and collateral, supporting successful promotional campaigns.
- Orchestrated nationwide exhibitions and ATL activities, significantly elevating brand awareness

Mahindra First Choice Wheels – 8 Years 2 Months

Senior Marketing Executive July 2020 – March 2023 (2 years 9 months)

- Analyzed and optimized marketing campaigns, resulting in a 10% increase in digital sales conversion rates.
- Managed advertising campaigns, improving ROI by 8% while reducing expenses by 15%.
- Led performance marketing for the Superstore project, achieving 100% of lead targets
- Enhanced CRM processes, increasing prospect engagement by 45% and lead conversion by 50%.
- Developed and executed strategic marketing plans for ATL and BTL initiatives, enhancing market reach.
- Trained CRM executives and resolved marketing challenges, boosting response rates from 0% to 2% with targeted re-marketing strategies.

Relationship and Campaign Management Executive December 2017 - June 2020 (2 years 7 months)

- Managed lead tracking for over 400 dealerships, improving lead management efficiency.
- Oversaw dealer profile activation and performance tracking on the company website and OLX portal.
- Established vendor management processes, enhancing collaboration and reducing costs.
- Conducted budget analysis, identifying cost-saving opportunities while maintaining quality.
- Executed marketing campaigns and provided event support, contributing to brand promotion.
- Supervised CRM team for timely lead follow-ups and database maintenance, resolving bottlenecks.

Data Analyst November 2013 to September 2016 (2 years 11 months)

- Developed and maintained a comprehensive car model database, supporting pricing decisions for the website and app.
- Generated and analyzed data sets, facilitating informed decision-making for management and clients.
- Managed the customer complaint portal, ensuring timely resolution and improving customer satisfaction.
- Collaborated with finance to ensure accurate commission processing and coordinated with operations, sales, and finance for seamless sales transaction recording.

Key Skills

Digital Marketing Expertise, Strategic Planning & Execution, Data Analysis & Management, Lead & Vendor Management, Email & SMS Marketing, Budget Management & Analysis, Creative & Analytical Thinking, Leadership & Project Management, Cross-Functional Collaboration, CRM & Performance Tracking, Technical Proficiency (MS Office, Process Analysis), Problem Solving & Adaptability, Communication & Collaboration.

Education

- Master in Management Studies (Marketing) – University of Mumbai (PTVA’s Institute of Management) 2016 – 2018
- Bachelor of Management Studies (Marketing) - University of Mumbai (Sathaye College) 2010 – 2013
- Executive Programme in Digital Marketing – IIM Indore – Feb 2023 – Aug 2023
- Pursuing Post Graduate Programme in Data Science – IIIT Bangalore – Nov 2023 – Nov 2024

Certification

Google Analytics Beginner Certification

Tools & Software

Exotel, Salesforce Data Cloud, Salesforce Marketing Cloud
GupShup, Mail-chimp, Google Analytics, SEMRUSH
MS Office Suite

Awards & Recognition

2021-22: Hyper Helper Award
2020: Support for 50-50 Dealer Launch
2018: Annual Event Organization and Execution
2016: Record Time Car Price Master Update
2015: Consecutive Monthly CPT Billing Awards (August, September, December)