

Nabil Shaikh

I am an experienced marketing professional with expertise in sales, team management, and both digital and traditional marketing strategies. My skillset includes client building, relationship management, operations, brand building, SEO, analytics, and successful client acquisition for both B2B and B2C markets.

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Proven Track Record of Successful Onboarding:

- Onboarded 3,000+ B2C/B2B clients for a previous organization
- Onboarded 250+ clients for a startup, delivering seamless onboarding experiences

Strategic Account Management Expertise:

- Comprehensive experience in managing 20+ high-value accounts
- Developed and implemented account-based marketing (ABM) strategies
- Collaborated with stakeholders to align with account-specific requirements

Unwavering Commitment to Excellence:

- Dedicated to timely and efficient task completion
- Achieved business targets and objectives
- Driven towards continuous improvement for personal and organizational growth

Customer Success and Relationship Management:

- Handled over 1,000 customer accounts
- Currently managing 20+ high-value accounts
- Involved in the entire customer journey, from onboarding to nurturing to potential future collaboration expansion

Willing to relocate: Anywhere

Personal Details

Date of Birth: 1992-12-11

Eligible to work in: India

Highest Career Level: 5+ years experience

Industry: Marketing

Total years of experience: 9

Work Experience

Project Manager

SoftDEL Systems-Pune, Maharashtra

Full-time

March 2023 to Present

- I work as a Project Manager overseeing Marketing Operations, responsible for managing the in-house marketing team's activities.
- I lead strategic branding and marketing campaigns for global group-level companies, aiming to provide sales support and generate revenue through client campaigns.
- I collaborate with internal and external stakeholders to deliver innovative solutions that meet client objectives.
- My focus is on boosting sales, lead generation, and revenue by implementing various marketing operations, including lead generation, MARCOMM, and KYC.
- I also lead the in-house digital team, developing strategies to enhance B2B corporate sales.
- Additionally, I manage ABM marketing and execute operational and strategic approaches for over 20 ABM accounts to drive sales.
- I utilize marketing operations tools like Salesforce, Apollo, HubSpot, Crunchbase, and LISN to enhance marketing and sales activities on a daily basis.
- Customer acquisition, Customer onboarding, Customer Relationship Management, Customer Nurturing are my key roles that I currently cater to.

Key Accounts Manager

Decorato Media Pvt. Ltd.-Pune, Maharashtra

Full-time

June 2021 to March 2023

- Team Management as well as Operations Management.
- Fresh Client Approaching and Onboarding.
- Maintaining the accounts onboarded and giving updates about development.
- Managing the entire Backend process and also providing necessary suggestions for the changes to be implemented on the Frontend.
- Planning the entire sales execution and guiding the team to implement the same.
- Resolving key client issues and complaints.
- Onboarded 300+ B2C and B2B clients till date.
- It being a Startup, setting up the entire client approach and collaborating with the back end team for client servicing as well.
- Worked together with the CMO of the organization for further development and implementations and strategies to be adopted for the markets accordingly
- Playing a key role in the development of the platform.

- Team Building, Team Management, Accounts Management, Marketing Planning, Sales Planning, Leads Generation, Client Accusations, Team Training etc; are some of the key roles managed, implemented and executed by me in this role.
- Meeting top level interior designers and architects, explaining the perks provided, onboarding them and also doing B2B tie ups with them for various services offered.

Senior Relationship Manager

Justdial Pvt. Ltd

February 2016 to June 2021

- Got a vast knowledge of marketing and as to how and what should be implemented for the growth of the organisation.
- Have been handling a team since a long time, their reporting, performance handling, strategic planning and target accomplishment criterias are decided by me.
- Have onboarded 1000+ clients individually and on team level 3000+. (B2B and B2C)
- New Clients Acquisition, Client Handling, Relationship Building, Renewals, Expired Acquisition, Sales, Marketing, Client Servicing, making the client digitally equipped, Account Handling, Planning and Executing, resolving client's problems, multi tasking are some of my key responsibilities that I pursue.
- Creating a Digital Catalogue for B2B Client's and making them available on a National Level Market.
- Strategise and Execute marketing plans as per client's brief.
- Accomplishing the individual as well as the team targets given.
- Collaborating with the DM of the company to boost in more numbers territory wise. (B2B, B2C, Products)

Digital Marketing Analyst

Askme.com-Pune, Maharashtra

March 2015 to February 2016

- Acquire New Business
- Understand and Evaluate Client Business
- To promote the brand and explain how it will be useful in promoting the clients firm on a digital level.
- To Create an online profile of the clients firm on Askme.com and to make sure that the client is receiving a filtered search result as per his wants.
- To Create an online Ecommerce profile of the B2B Client's on Askmebazaar.com where they can sell their products on a National Level.

Business Development Executive (Freelancer)

Artifex Media-Pune, Maharashtra

September 2014 to December 2014

- Worked as a freelancer for this Digital Marketing Firm.
- Doing Cold Calls and acquiring more and more clients.
- Creating a Brand Image of a Firm and maintaining their online profiles.
- Handled the online profiles of 5 clients that includes Facebook Campaigning, Facebook Postings, Instagram Postings, Twitter Campaigns and Google Analytics.

Education

Bachelor's in Marketing

Abeda Inamdar Senior College - Pune, Maharashtra

March 2010 to May 2013

Higher Secondary(12th Pass) in Commerce

S M Choksey Senior College - Pune, Maharashtra

June 2008 to March 2010

Secondary(10th Pass)

St. Vincent's High School - Pune, Maharashtra

June 1998 to March 2008

Skills / IT Skills

- Customer service
- Project management
- Communication skills
- Business development
- Sales
- Marketing

Languages

- English - Expert
- Hindi - Expert
- Marathi - Intermediate
- Urdu - Expert

Awards / Achievements

Employee Of The Month

October 2017

- Had Been Awarded with the Employee of the Month Award in the current organization for over accomplishing the targets on every level.

Certifications and Licenses

Digital Marketing

June 2014 to August 2014

- A Certified Course in Digital marketing that gives you the basic as well as the intermediate knowledge about Digital Marketing.

- Learnings about SEO, SMO, Google Analytics, PPCs, Online Campaigning, Generic Traffic Generation etc
- Have also handled online profiles of clients.

Advanced Strategic Marketing Management

August 2020 to September 2020

- An Advanced Level Course for Strategic Marketing Management
- Planning, Execution, Market Behaviour, Strategic Implementation, the 4 P's learnings on an advanced level were the teachings in this course.
- It majorly gives you a broader view of market observation and as to what and how should be implemented for the growth of an organisation.