

## Aareet Bajaj | Senior Marketing Associate, Amazon-Prime

MBA – Marketing & Operations

T: 9814969472 E: [aareetbajaj@gmail.com](mailto:aareetbajaj@gmail.com)

#476, Harmilap Nagar, Phase-1, Near Park, Panchkula, Haryana, 134112

Professional Experience		6+ Years
<b>Amazon – Sr. Marketing Associate, IN-Prime, Acquisition &amp; Retention, Bangalore</b>		<b>March'22 to Present</b>
<ul style="list-style-type: none"><li>Guiding and orchestrating strategic planning for marketing campaigns and customer journey for Acquisition and Retention</li><li>Utilizing cohort analysis to tailor messaging for specific user segments</li><li>Led the planning, execution, and reporting of high-impact events such as Prime Day and Great Indian Festival, analyzing post-event data to inform future strategies</li><li>Managed end-to-end campaign processes, including ideation, implementation, and performance tracking, to drive measurable results and achieve marketing objectives</li><li>Acted as a liaison between various internal teams and external partners, facilitating smooth communication and ensuring all stakeholders are kept informed and engaged throughout the project lifecycle</li><li>Implemented outbound marketing campaigns, integrating cohort analysis and retargeting strategies to personalize messaging, maximize engagement, and optimize ROI, while fostering stakeholder collaboration for enhanced visibility and cross-functional alignment</li><li>Collaborating intimately with different categories to upsell prime with highlighting the benefits to the specific cohorts</li><li>Crafting customer-centric, targeted use cases and segments to curate a personalized experience across various assets</li><li>Content testing for all customer landing pages from Acquisition, Retention, Auto-Renew, Cancellation and implementing those learnings to big events</li></ul>		
<b>Amazon – Site Merchandiser, Alexa Devices, Bangalore</b>		<b>June'21 to March'22</b>
<ul style="list-style-type: none"><li>Responsible for managing on site marketing of Echo smart speakers, Fire TV stick &amp; Kindle Devices.</li><li>Collaborating seamlessly with design, product, and business intelligence stakeholders to mastermind product promotions and orchestrate impactful site-wide events</li><li>Crafting compelling product detail pages, landing pages, and promotional campaigns, meticulously merchandised to drive product sales and surpass traffic goals</li><li>Conducted weekly performance analyses of On-site Gateway and sponsored search campaigns, fine-tuning strategies to drive optimal efficiency and results</li><li>Worked end to end on execution of Amazon display ad campaigns across publisher sites targeted to high intent Devices customers</li><li>Collaborated closely with Go-to-market stakeholders for seamless global product launches, concurrently managing in-device launches with precision and excellence</li><li>Working on internal tools like Journeys for building detail pages and Everest for setting up customer facing onboarding mailers</li></ul>		
<b>Agnext Technologies – Business Growth Associate, Mohali</b>		<b>Jan'21 to June'21</b>
<ul style="list-style-type: none"><li>Identifying prospective clients and chalking out client acquisition plans</li><li>Pitching key service offerings, negotiating financial and getting them on board with the Agnext</li><li>Prepare and present technical sales pitches and product demonstrations online</li><li>Key Account manager for the National and international clients</li><li>Managing Key Client Relationships and Client Retention</li><li>Updating entries in CRM</li></ul>		
<b>Paniya Technologies – Business Development Manager, New Delhi</b>		<b>Jan'20 to Nov'20</b>
<ul style="list-style-type: none"><li>Conducting market research, studying emerging market trends, and introducing marketing and promotional strategies.</li><li>Identifying prospective clients and chalking out client acquisition plans.</li><li>Pitching key service offerings, negotiating financials and getting them on board with the Hello Parent Family.</li><li>Managing Key Client Relationships and Client Retention.</li><li>Prepare and present technical sales pitches and product demonstrations in person and through other online mediums</li></ul>		
<b>Concentrix – Senior Practitioner, Vodafone B2B Sales</b>		<b>July'14-April'17</b>
<ul style="list-style-type: none"><li>Vodafone B2B sales (ILL, MPLS, NPLC, CUG, PRI, Bulk SMS, VLT)</li><li>Coordination with field team for documentation</li><li>Price approval from corporate team as per feasibility at customer site location</li><li>Achieving monthly Target of 7 Lakhs and closing a deal of 53 Lakhs in a single month</li><li>Updating entries in CRM</li><li>Post sales service</li></ul>		
<b>Junior Practitioner, Axis Bank credit card sales</b> <ul style="list-style-type: none"><li>Axis bank credit card and forex card sales</li><li>Coordination with field team for documentation</li><li>Assisted team leader in preparing daily sales tracker</li><li>Average monthly credit card sales of 100-120</li></ul>		

Internships		
Dabur India Limited – Management Trainee, Gurugram		May’19-June’19
<ul style="list-style-type: none"> <li>Preparation of DSR</li> <li>Increased SOS of Dabur products</li> <li>Visited 8-10 outlets daily with salesman</li> <li>Ensured proper merchandising and visibility of the product in retail outlets</li> <li>Did coverage analysis and reached targeted retailers &amp; traders as per goals</li> </ul>		
Medhaven Konsult Private Limited Data Mining Intern, Gurugram		Nov’18-Jan’19
<ul style="list-style-type: none"> <li>Searched hospitals, NGOs and tours and travel co. of overseas locations for business expansion</li> <li>Collected information of doctors mentioned on company website as business and client’s requirement</li> <li>Prepared venture capital firms list and analyzed healthcare investors for company future funding</li> <li>Successfully converted 18 hospitals and 5 NGOs to work closely in order to provide best of the medical facility</li> </ul>		
Academics		
Degree	Board / University	%
MBA- Marketing	New Delhi Institute of Management, Delhi	71%
Graduation-B. Com	USOL, Panjab University, Chandigarh	51%
Class XII-Commerce	CBSE	71%
Class X	CBSE	61%