

Ph.D. Research Scholar | Director of Marketing | Published Writer

PROFILE

Business Development professional working as a Director of Marketing with experience in strategic planning, campaign development and lead generation with a belief in building brand recognition through a variety of marketing channels. Extensive strategic and hands on experience with paid, owned and earned digital media. Exceptional leadership skills to train, manage, coach and guide all levels of tactical partnerships that encompass overall business and business units.

PROFESSIONAL EXPERIENCE

THE BLACK & WHITE STORY, Content Writer2016 - Present	
Roles & Responsibilities	<ul style="list-style-type: none"><li>Wrote 1000+ poetry, quotes, articles and blogs on leading websites that got over 10 million readers per month.</li><li>Worked with remote clients nationally and internationally and wrote 500+ articles for blogs in the finance, healthcare, consultancy and motivation niche which enhanced traffic by 30-40% per month.</li><li>Utilized exceptional writing, editing and proofreading skills to produce and enagage 100% error-free content.</li><li>Led poetry and writing workshops in schools &amp; colleges for students, guiding them through examine their pain, joy, love &amp; sadness through creative expression.</li><li>Managed a team of writers by optimizing workflow process, implemented quality assurance measures to ensure accuracy and provided comprehensive feedback to maximize content quality.</li></ul>
Awards & Recognition	<ul style="list-style-type: none"><li>Featured on 100+ websites like all poetry, goodreads, quotethelife etc. which has over 10+ million visitors per month.</li><li>Featured in leading newspapers in United States like UTE Country News amongst top 12 writers of the year.</li><li>Awarded for best poetry and articles in competitions conducted nationally and internationally.</li><li>Recognized as top 100 poets of the year by Hashtag Kalakar.</li></ul>
SORTE ORGANIC FARMS, Business Development & Marketing Manager2017 - 2023	
Roles & Responsibilities	<ul style="list-style-type: none"><li>Worked with 100+ farmers and oversaw the daily operations on the farm including crop planning, planting, harvesting and record keeping.</li><li>Established agricuture value chain partnerships together with partners providing farming inputs, seeds, tools, fertilizers and training.</li><li>Managed the creation of marketing collateral and promotional material to support the agriculture practices marketing initiatives and realted go to market and business development initiatives.</li><li>Conducted seminars on organic farming and the health benefits of organic food in rural and urban areas.</li><li>Collaborated with various farming communities and small business owners to develop partnerships for products created from the farm.</li></ul>
Awards & Recognition	<ul style="list-style-type: none"><li>Felicitaed by Universities and Educational Institutions for conducting seminars on organic farming.</li><li>Recognized as Educational partner for sponsoring events like college fests and management fests.</li></ul>

VARCUS TECHNOLOGIES PVT. LTD., Director of Marketing			2020 - Present
Roles & Responsibilities	<ul style="list-style-type: none"><li>▪ Lead and directed the Digital Marketing arm of the organization. Managed a group of key players, client’s services, digital marketers, designers and content writers.</li><li>▪ Introduced traditional media to digital media, creating synergistic marketing plans for the clients using digital marketing with traditional marketing. Increasing the reach and frequency across multiple demographics.</li><li>▪ Developed and executed content strategies leveraging vast experience in writing and editing for social media platforms, SEO, blog posts, websites and emails which increased the engagements organically by more than 200%.</li><li>▪ Successfully increased the website navigation experience over the last three years while significantly increasing site traffic by 50%. Usability improvements in new online tools have lead to an increase in page views. It has decreased on-site search it indicates users are finding the content easier.</li><li>▪ Managed digital campaigns for 100+ clients accounts in the finance, healthcare, automotive, hospitality and consultancy niche generating 50% increase in their annual revenue, which included defining brand messaging and strategy for new products launches.</li></ul>		
Awards & Recognition	<ul style="list-style-type: none"><li>▪ Signed MOU’s with Universities and Business Schools for co-operation in the field of internship programs, placements, industrial visits, short term certified courses &amp; research project work.</li><li>▪ Recognized as Educational partner for sponsoring management fests in leading Business Schools.</li></ul>		
ACADEMIC PROFILE			
Ph.D. Research Scholar (Business Management & Business Administration)	Department of Business Management, RTMNU, Nagpur University	Pursuing	2023
MBA (Marketing & Human Resource Management)	G H Rasoni School of Business Management	9.33/10	2019-2021
BBA (Marketing & Human Resource Management)	G H Rasoni College of Commerce Science & Technology	7.50/10	2016-2019
AWARDS & ACHIEVEMENTS			
Academic Achievements	<ul style="list-style-type: none"><li>▪ Attained 91% in Science &amp; Technology in SSC examination organized by Maharashtra state board. 2011</li><li>▪ Selected among top 5 students in the alumini forum conducted by the institute. 2019</li><li>▪ Secured 1<sup>st</sup> position in “Budding Manager’s Day Out Competition” Based on the observation of unorganised Business in City Nagpur. Organized by G H Rasoni School of Business Management. 2019</li><li>▪ Secured 100% in course “Managerial skills for interpersonal dynamics” organized by IIT Roorkee &amp; NPTEL. 2020</li><li>▪ Secured highest pointer 9.33/10 in MBA Course organized by RTMNU. 2021</li><li>▪ Invited as external evaluator for Summer Internship Program for MBA course organized by G H Rasoni School of Business Management. 2023</li></ul>		
Extra Curricular Activities	<ul style="list-style-type: none"><li>▪ Crowned as the winner of Cricket tournament of inter-college cricket league</li><li>▪ Participated in Maharashtra Marathon and completed 10 kms Power run.</li><li>▪ Secured 1<sup>st</sup> prize in poetry competition held by the institute.</li></ul>		

CERTIFICATIONS		
Film & Television Institute of India Pune.	<ul style="list-style-type: none"> <li>Course in Film Appreciation</li> </ul>	2017
Institute of Tally Learning (Global Education Ltd.)	<ul style="list-style-type: none"> <li>Course in Introduction to GST (Goods and Services Tax)</li> </ul>	2017
IIT Roorkee (NPTEL)	<ul style="list-style-type: none"> <li>Managerial Skills for Interpersonal Dynamics</li> </ul>	2020
IIT Roorkee (NPTEL)	<ul style="list-style-type: none"> <li>Training of Trainers</li> </ul>	2020
Griffith Univeristy (Australia)	<ul style="list-style-type: none"> <li>Social change: How can Marketing help</li> </ul>	2020
Monash Univeristy (Australia)	<ul style="list-style-type: none"> <li>Introduction to psychology: The psychology of personality</li> </ul>	2020
Kings College (London)	<ul style="list-style-type: none"> <li>Entrepreneurship: From Business idea to action</li> </ul>	2020
RMIT University (Australia)	<ul style="list-style-type: none"> <li>Business Futures: Sustainable Business through green HR</li> </ul>	2020
Univeristy of Southern Queensland (Australia)	<ul style="list-style-type: none"> <li>Transitioning from Friend to Leader</li> </ul>	2020
The College of Law (Australia)	<ul style="list-style-type: none"> <li>Strategic planning for professional services firms in the time of COVID – 19</li> </ul>	2020
Central Queensland University (Australia)	<ul style="list-style-type: none"> <li>Neuroleadership and conceptual approaches in educational Neuroscience</li> </ul>	2020
SKILLS		
<ul style="list-style-type: none"> <li>Leadership</li> <li>Time management</li> <li>Communication</li> <li>Problem – solving</li> <li>Teamwork</li> </ul>		<ul style="list-style-type: none"> <li>Digital Marketing</li> <li>Brand development</li> <li>Marketing management</li> <li>Employee relations</li> <li>Talent acquisition</li> </ul>
CONTACT DETAILS		
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