

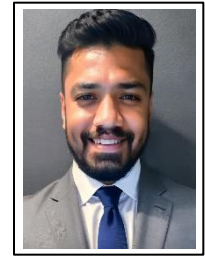
# Rajan Sisodiya

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Dynamic and result-oriented marketing professional with 5+ years of experience in digital marketing, social media marketing, and e-commerce. Proven track record in driving brand visibility and market influence through strategic social commerce initiatives. Highly skilled in managing high-performance teams, leveraging web and app technologies, and staying ahead of social media trends to engage and grow online communities.

## Core Competencies:

Wellness Strategy & Marketing | Brand Management | Brand Strategy | Brand Development | Creative Thinking | Marketing Analytics | Campaign Designing | Creative Problem Solving | Leadership and Team Management | Project Management | Empathy Leadership | Digital Marketing | Influencer Marketing | Consumer Behavior & Insights | Event Activation | Public Relation | Market Research | Communication | Problem Solving | Presentation |

## Professional Experiences

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### Studio 52 Group - Pune, India

Jan 2024 – present

#### Marketing Head

**Core Business:** Health and Safety Services & Audio/video Production

Concept Development | Creative Communication Strategy | Brand Strategy & Development | Collaboration & Partnership | Business Strategy | Marketing Strategy | PR | Event activation | Strategic Alliances | Digital Marketing | Research & Consumer Insight | Budgeting |

- Lead **digital marketing strategies** for Studio52 TV, Sharpeagle UK, and Filmpermit AE, **driving brand growth** and **market presence**.
- Developed and implemented **social media marketing campaigns** across platforms such as Facebook, Instagram, LinkedIn, and YouTube.
- Managed a high-performance team dedicated to create campaigns tailored to **B2B audiences** and **acquire clients**.
- Enhanced brand visibility and **audience engagement** through innovative content creation and **targeted advertising**.
- Conducted **market research and competitive analysis** to identify opportunities and trends in the media and film production industry.
- **Collaborated** with **cross-functional teams** to align digital marketing efforts with overall business goals.
- Managed a team of digital marketing professionals, **fostering a collaborative and high-performance** work environment.
- Utilized **data analytics** to measure campaign effectiveness and optimize marketing strategies for **better ROI**.
- Engaged with online communities to build **brand loyalty** and **drive customer acquisition**.

### Pantagone Technologies - Indore, India

Nov 2022 – Dec 2023

#### Marketing Head

**Core Business:** Ecommerce Brand

Product Design | Concept Development | Creative Communication Strategy | Brand Strategy & Development | Collaboration & Partnership | Project Management | Business Strategy | Marketing Strategy | Public Relations (PR) | Communication Strategy | Event Activation | Digital Marketing | Research & Consumer Insight |

- **Developed and executed** comprehensive marketing, communications, and **brand strategies** aligned with the Brands vision.
- Conducted **market research & analysis** to identify competitors, target audience and trends in Electronics and Ecommerce space.
- **Designed** and executed **immersive concepts, 8+ products** experiences, **2+ Store openings, 7+ events**, and **new Kiosks**.
- Led strategic social commerce and digital marketing initiatives, significantly shaping the company's online presence.
- Developed and executed **influencer marketing campaigns** to enhance brand visibility and credibility in the electronics market.
- Managed **kiosk and mall branding** to increase brand presence and attract potential customers.
- Coordinated offline marketing activities to boost **brand awareness** and **drive foot traffic** to retail locations.
- Conducted market research and **competitive benchmarking** to evolve the brand's social media strategy.
- Collaborated with cross-functional teams to ensure cohesive and effective digital marketing efforts.
- Developed and manage **budgets** for marketing campaigns, ensuring cost-effectiveness and **maximum ROI**.
- Established and monitored **key performance indicators (KPIs)** to measure the success of branding initiatives
- Formed **strategic alliance** with National & International brands.

### Healthy Monkey LLP - Mumbai, India

July 2021 – Oct 2022

#### Digital Marketing Manager

**Core Business:** Luxury Health Products and Services

Social Media Marketing | Consumer Analysis | Merchandising | Engagement | Content Marketing | Advertising | Market Research & Trends | Influencer Marketing

- Created, tracked, and **refined landing pages** to enhance user engagement and **conversion rates**.
- Demonstrated expertise in **driving online sales** through effective use of SEO, SEM, social media, email marketing, and other relevant channels.
- Gathered and **analyzed metrics** on campaign and collateral materials to improve **search optimization**.
- Led multiple complex digital initiatives and managed **strategic relationships** with partner brands, media and influencers.
- Managed successful Google Ads and other paid advertising campaigns to **drive targeted traffic** and **increase conversion rates**.
- Created **product-focused content**, blog posts, and multimedia content to drive traffic and enhance the overall user experience
- Implemented effective **email marketing campaigns** to nurture leads, retain customers, and drive repeat business.
- Optimized the **user experience (UX/UI)** to ensure a seamless and user-friendly online journey.

### Get Out And Play India - Pune, India

Dec 2019 - June 2021

#### Marketing Manager

**Core Business:** Sports, Health and Fitness

Retail Management | Store operation and strategies | Consumer Analysis | Merchandise Planning | Store Display | Loyalty Programs | PR activities and management | Market Research | CRM | Sales, retail Training

- Developed and executed **brand marketing experience-** events, and campaigns in collaboration with the coaches.
- Spearheaded digital marketing and social commerce initiatives, driving significant sales and brand growth for the organization.
- Managed in-store PR & **celebrity sourcing collaboration**.
- Created and executed targeted social media content strategies aimed at enhancing audience engagement and expanding the brand's reach.
- Monitored and analysed sales performance, identified trends, and implemented corrective actions as needed.
- Generated and analysed weekly and monthly **sales reports**, optimized product lines, pricing, and marketing strategies.

## Key Projects

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- **Project: Social Commerce Initiative for Coolnut.**  
**Duration:** Four months in 2023

Focused on enhancing online presence and sales through a comprehensive social commerce strategy, collaborating with a leading electronics brand.

**Core Areas:** Social Media Marketing | Project Management | Branding | Content Marketing | Digital Marketing | Market Research & Trends | Creative Strategy

- **Brand Marketing Strategies:** Developed and implemented strategies that significantly boosted the brand's visibility and reputation.
- **Website Development:** Led the project management efforts for developing user-friendly websites tailored for e-commerce success.
- **Brand Identity and Communication:** Spearheaded initiatives to develop a cohesive brand identity and communication design.
- **Public Relations Initiatives:** Planned and executed PR campaigns to enhance the brand image, managing media relationships during key promotional events.

- **Project: Launch of Coolnut Kiosk in C-21 Mall**  
**Duration:** Three months in 2023

Led the development and implementation of a strategic plan for launching the Coolnut kiosk at C-21 Mall, targeting the electronics-savvy consumer base in the region.

**Core Areas:** Market Analysis | Consumer Behavior | Brand Strategies | Retail Planning | Competitor Analysis | PR Planning | Merchandise Strategies | Launch Strategies

- **Competitor Analysis:** Conducted a thorough analysis of competitors' offerings and pricing strategies to position Coolnut effectively in the mall's electronics segment.
- **Product and Pricing Strategy:** Developed a product and pricing strategy to fill market gaps and appeal to target customers.
- **Merchandising Scheme:** Designed a merchandising plan that aligns with Coolnut's brand goals and enhances the kiosk's appeal.
- **Marketing Campaign:** Formulated and executed a marketing campaign to build brand awareness and attract foot traffic to the kiosk.
- **Retail Experience:** Crafted unique retail experiences through events, influencer partnerships, and collaborations with local electronics enthusiasts.
- **Market Entry Roadmap:** Developed a detailed roadmap for the kiosk's successful launch and establishment, ensuring sustained growth and customer engagement.

## Education

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**Masters in Business Administration.**

Symbiosis International University, Pune, India

**2018-2020**

**Bachelors of Business Administration.**

Renaissance College Of Business Management, Indore, India

**2016-2018**

## Languages

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Language 1: Hindi (Fluent); Language 2: English (Fluent)

## Certification

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**Marketing & PR:**

- **Digital Marketing Executive Certification (DMEC)** - 01/2020
- **Digital Marketing Advanced Certification (DMCC)** - 01/2020
- **Sports Marketing** (Northwestern University) - 04/2019
- **Google Analytics** - 12/2019 to Present
- **Catapult Sports Level 1** - 09/2018
- Foundation of **UX (user experience) design** by Google.
- Certified by **Google Digital Garage** and **IAB Europe** for **Fundamentals of Digital Marketing** coursework
- Certified by **Google Analytics Academy** for coursework **Google Analytics for beginner and Advance analytics**
- **Certified by Google** for coursework **Google Ads Search**
- Certified by **UDEMY** for **The Public Relation Master class** coursework

## Research Projects

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- **"Impact of Athlete Injuries on Performance, Brand Image, and Sponsorships"**  
**Presented at** – Symbiosis International University, Pune
- **"Stimulating visual attention"- Application of colors in packaging and labeling of food and beverage industry**

## Awards

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- **Performer of the year 2023** by Pantagone Technologies.
- **Fittest member of the Quarter**, Recognized for outstanding physical fitness and commitment to health and wellness, contributing to overall team morale and performance.

## Interest:

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- Wellbeing
- Spirituality
- Reading
- Fitness
- Travel
- Sports