

Curriculum Vitae– Manager Content and Digital

Varun Saini

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Ex-Laqshya media | Six Sigma Certified | SEMrush and HubSpot Certified | Content Strategy & Marketing at Vsnergize | GTM & Branding | 10x growth marketing

- ❖ **Working as Content Marketing Lead/Head – Vsnergize Global – Presently (Pune) Brand (Vsnergize Global | AxlRev | Varimatic)**
- ❖ **Worked as Digital Marketing manager – Laqshya Media Group (Advertising Agency) Aug 2022 – March 2023 (Mumbai) Brand (Digitalabs | Laqshya | Maate)**
- ❖ **Worked with Digital Marketing manager (BDCS) – Pulp Strategy (Marketing and advertising agency) Feb– August 2022 (New Delhi) Brand (Pulp Agency | Clients | Product)**
- ❖ **Worked with Digital manager (BD) –i360 Digital(Marketing and advertising agency) March 2020 – Feb 2022 (New Delhi)**
- ❖ **Worked as Manager Digital marketing with TIH Concepts Global Pvt Ltd (Marketing Agency) Jan 2017 – Aug 2019 (Gurgaon)**
- ❖ **Worked as Asst Digital marketing Manager – Tranistics Data Technologies/nVision Global USA Nov 2016 – Dec 2017 (New Delhi) Brand (nVision Global | Tranistics | IQ Apparels)**
- ❖ **Previous Experience at Wish Bone India. as Team Leader – Digital Marketing Jun 2008– Sep 2016 (New Delhi)**

Industries Experience:

Saas, Product and Teachnology | Business intelligence | Cybersecurity | FMCG | PSU | Healthcare | Saas | Business Intelligence | Textile and apparels | Cosmetics | Freight, Logistics and Supply chain | Travel and Hospitality | Gas and chemical | Entertainment Etc.

Client Portfolio: ThinkGas, Cybalt Security, ZoomStudios, Sery Cosmetics, Maate, Pulp Strategy, Lotus botanicals, Instappy more

Market and Geographics

USA, Europe, APAC and Pan India (clients from Mumbai, Delhi, Madhya Pradesh, chennai, indore)

Specializations :

Content marketing and planning | Strategy and Research | Channel Marketing, Campaigning and Implementation | SEO, SEM planning | Audience research and Modeling | Process optimization | Target and Customer Ideology | Product and Marketing implementation | Team coordination and Operations | Design and Development Planning

Team and Targeting Management:

Targeting and Promotion markets India and USA : upto 20+ members

ACADEMIC QUALIFICATIONS

- ❖ B.A. with Economics Kurukshetra University, Haryana.
- ❖ Professional Diploma in Digital Marketing NIIT, Certified by Digital Marketing Institute Ireland
- ❖ Manipal learn & Google AdWords Certified Diploma for Search Network
- ❖ Google Certified for Search ads Since (2016/17-2019/20)

Roles & Responsibilities: Presently

- Technical Proficiency:
 - Understand Saas, Automation, and product-specific technical concepts.
 - Translate complex technical information for a non-technical audience.
- Content Creation:
 - Craft content tailored to Saas, Automation, and product contexts.
 - Create diverse content types with a focus on clarity and engagement.
- SEO Strategy:
 - Apply SEO best practices specific to Saas, Automation, and product content.
 - Align SEO goals with a customer-centric content approach.
- Content Strategy:
 - Develop and execute content strategies tailored for Saas, Automation, and product marketing.
 - Manage content calendars, campaigns, and workflows effectively.
- Brand Building:
 - Ensure all content aligns with the brand voice, values, and messaging, considering Saas, Automation, and product positioning.
 - Create branding strategies to establish unique identity, establish positioning, and capture audience imagination.
- Audience Mapping:
 - Deeply understand target audience pain points, triggers and motivations in Saas, Automation, and product environments.
 - Tailor content for different buyer personas and stages of the customer journey in these contexts.
- Data Analysis:
 - Use analytics tools to measure content performance in Saas, Automation, and product marketing.
 - Make data-driven decisions to enhance content effectiveness in these specific domains.
- Project Management:
 - Efficiently manage multiple Saas, Automation, and product-related projects and meet deadlines.
 - Coordinate with cross-functional teams using project management tools specific to these areas.
- Social Media Marketing:
 - Utilize social media for content distribution, engagement and brand building in Saas, Automation, and product contexts.

- Create shareable content and engage with the audience in these specific domains.
- Collaboration and Communication:
 - Collaborate effectively with technical, marketing, and product teams.
 - Communicate clearly both in writing and verbally, considering Saas, Automation, and product nuances.
- Continuous Learning:
 - Maintain a mindset for continuous learning in Saas, Automation, and product marketing.
 - Stay updated on industry trends and emerging technologies in these specific domains.
- Creativity:
 - Think creatively to develop innovative and attention-grabbing content for Saas, Automation, and product audiences.

Insights:

- Expertise in Saas, Automation, and product content marketing is crucial for targeting specific audiences.
- A deep understanding of industry-specific trends enhances the relevance of content.
- Automation skills play a key role in streamlining content workflows in dynamic Saas and product environments

CORE COMPETENCIES

- 1. 14+ years of proven working experience as a Digital marketing consultant, team leader.**
2. Developing strategies & managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands
3. Analysing the success of marketing campaigns and creating reports
4. Supervising advertising, product design and other forms of marketing to maintain consistency in branding
5. Meeting with clients and working with colleagues across multiple departments (such as marketing, product development and management team)
6. Organising events such as product launches, industry events and video shoots.
7. Analyze brand positioning, consumer insights & translate brand elements into plans and go-to-market strategies
8. Lead creative development to motivate the target audience to "take action"
9. Measure and report performance of all marketing campaigns, and assess ROI and KPIs
10. Monitor market trends, research consumer markets and competitors' activities
11. Oversee new and ongoing Marketing, Advertising & PR activities
12. Proven ability to develop brand and marketing strategies and goals achievement
13. Experience in identifying target audiences and devising effective campaigns.
14. Excellent understanding of the full marketing mix and strong analytical skills partnered with a creative mind
15. Data-driven thinking and an affinity for numbers.
16. Outstanding communication skills
17. Up-to-date with the latest trends and marketing best practices, and command of

contemporary tools.

18. Ability to create programs that drive and support achievement of sales metrics (financial) and growth goals (portfolio growth, market share)
19. Experience in working in collaboration with diverse teams and for successful implementation of marketing strategy, branding, competitive assessment, public relations, media and collateral development
20. High emotional IQ, able to carefully navigate an organization in early stages of movement to more centralized campaign efforts
21. Experience in an organization running on a large marketing automation platform and digital media planning.

Key Skills

- ❖ Hardworking, communication,
- ❖ Client Handling and delivery of desired Campaign Goals.
- ❖ Tech Savvy & Utilise a range of techniques including paid search, SEO, and PPC
- ❖ Proven track record in a similar role and a proven track record and a strong appreciation of Branding and digital.
- ❖ Strong background of Digital disciplines such as PPC, SEO, Affiliates, Display, and Mobile Marketing
- ❖ Have managed a team of marketing professionals
- ❖ Commercial in outlook and analytically focused on driving results through relevant Optimisations
- ❖ Hands-on attitude and with strong problem-solving skills and the ability to thrive in a fast Paced Environment
- ❖ Excellent stakeholder management skills
- ❖ Background in analysis, reporting, and tracking
- ❖ Meet Work Deadlines
- ❖ Assignment Success
- ❖ Designation conduct Experience
- ❖ Public Relations
- ❖ Honest, Punctual.

Personal Profile

Name:	Varun Saini
Father's Name:	Sh. Narinder Saini
Date of Birth:	22/07/1986
Gender:	Male
Marital Status:	Unmarried
Nationality :	Indian
Languages Known:	Hindi & English.
Hobbies:	Hollywood Movies, Books, Case studies, Theatre acts

Date: 2 Jan' 2024
Place: Pune

(VARUN SAINI)