



Unmona Bora

MARKETING AND COMMUNICATION MANAGER DIGITAL MARKETING & TRADITIONAL MARKETING

CONTACT



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DOB : 05/12/1990

PERSONAL INFO

I am an enthusiastic and ambitious individual with 8+ years of experience in Brand Management, Market Research, Online and Offline Marketing Strategy Development for Domestic & International Markets.

I am actively looking for challenging opportunity to grow my profile in Marketing and Business Development.

EDUCATION

➤ **BE in Mechanical Engineering with 74.5%** Guwahati University

➤ **PGDBM in Marketing with 73%** Narsee Monjee Institute of Management

COMPANIES

➤ **RELDrill- Heavy-Earth Moving Equipment, OEM Under Dalmia Group** Oct'23 - Present as **Marketing Manager**
48+ years old company in Mining, Construction & Quarrying Industry with specialization in manufacturing surface drilling rigs of Rotary and DTH Technology. Rel-Drill has its distributor network around the globe including Middle East, South Africa, West Africa, APAC & CIS region. Constantly entering new markets and generating business with product, spares and consumable support.

➤ **Busch Vacuum Solutions, German MNC, OEM Under Busch Group** July'22 - Sept'23 as **Marketing Manager**
60+ years old company having vast experience in Industrial Vacuum Technology for Various Industries. These industries include food & beverage industry, Aerospace, Fragrances, Chemical, Pharmaceutical, Oil & Gas and R & D Labs.

➤ **Kelvin Water Technologies Pvt. Ltd.** Feb'20 - June'22 as **Assistant Marketing Manager**
An industrial waste water and organic waste management company providing solutions to large waste developing companies

➤ **Resume Factor - Monster.com** July'16 - Oct'19 as **Assistant Operation Manager**
A Recruitment consulting online platform with majorly Indian and Middle East Clients. Providing various recruitment support, services and packages to companies and job seekers.

CURRENT ROLE & RESPONSIBILITIES

➤ Internal and External Marketing Communication

- Designed, developed, and executed integrated marketing campaigns across multiple channels for external communication.
- Developed internal communication strategies to ensure alignment and engagement across teams, dealers, representatives and departments. Created and managed internal newsletters, announcements, and other communication tools.

➤ International Trade Show & Conference Management

- Planned and executed marketing events such as trade shows, conferences and product demonstrations to enhance brand presence and customer engagement.
- Coordinated logistics, marketing materials, and follow-up activities to ensure successful event outcomes.

➤ Social Media Manager

- Content Calendar Planning and Creation along with designing team management.
- Managed digital advertising campaigns across platforms such as Google Ads and LinkedIn Ads to drive traffic and generate leads.
- Constantly following new market trends and tools to implement in SMM efforts.

➤ Brand Management

- Monitoring and ensuring all logo, typography, color and brand identity usages are as per guidelines across marketing channels.
- Enhanced customer experience by implementing brand-consistent initiatives and gathering feedback to strengthen brand perception and loyalty.

➤ Print Media Management

- Developed and execute advertising strategies, including design, budgeting, placement, and scheduling of ads in newspapers, magazines, and trade publications.
- Maintained brand consistency across all print media, ensuring alignment with overall brand guidelines, standards and messaging.

➤ Company Website Management

- Wire framing for website and landing pages, SEO and User Friendly Content Planning
- Monitored website performance using tools such as Google Analytics, generating reports on key metrics like traffic, engagement, and conversion rates, traffic source monitoring etc.
- Collaborated with developers and IT teams to address and fix bugs, errors, and downtime and Regular Updates.

➤ Global Industry Market Research & Strategic Planning

- Conducted comprehensive market analysis to understand industry trends, competitive landscape, and market dynamics,
- Developed market entry strategies for new regions or segments, including market potential assessment and competitive analysis.
- Analyzed competitors' products, pricing, marketing strategies, and market positioning to identify opportunities and threats, and to refine business strategies. Global Import-Export data Analysis to understand market demand and develop country specific strategies.
- Monitored and evaluated emerging market trends, consumer preferences, and technological advancements to anticipate changes and adapt strategies accordingly.
- Onboarding Market Research Agencies and sharing important information to top-management for strategic decision-making..

➤ Email Campaign & Feedback Surveys

- Developed email marketing strategies to generate and convert leads, including promotional offers, educational content, and product announcements.
- Monitored and analyzed email campaign performance metrics, including open rates, click-through rates, conversion rates, and bounce rates, using analytics tools.
- Created compelling and visually appealing email content and templates, using marketing tools.(including subject lines, copy, and calls to action, tailored to different audience segments and campaign goals).
- Collected and analyzed customer feedback to identify areas for improvement and implement changes to enhance overall customer experience and satisfaction
- Managed and segmented email lists based on demographics, behavior, and engagement to ensure targeted and relevant messaging

➤ Marketing Budget and Vendor Management

- Identified and evaluated potential marketing vendors and agencies based on their expertise, capabilities, and track record, ensuring alignment with project requirements, quality standards and budget.
- Coordinated with vendors to ensure timely delivery of marketing materials, services, and campaigns, managing project timelines and resolving any issues that arose.
- Facilitated the onboarding process for new vendors, providing necessary training and resources to ensure smooth integration into marketing projects and processes with their data management .

PAST ROLE & RESPONSIBILITIES

➤ Search Engine Optimization

- Developed and implemented comprehensive SEO strategies to improve website visibility, organic search rankings, and traffic.
- Conducted in-depth keyword research to identify high-value keywords and incorporated them into website content, meta tags, and headings for improved search engine rankings.
- On-page,off-page,technical and local SEO.

➤ Customer Relationship Management

- Developed and implemented CRM strategies to enhance customer engagement, retention, and satisfaction, aligning with overall business goals.
- Cultivated and maintained strong relationships with key customers through personalized communication, regular follow-ups, and tailored solutions.
- Managed CRM systems (e.g., Salesforce, SAP) to track customer interactions, sales activities, and support requests, ensuring accurate and up-to-date information.

➤ Other Managements

Sales Funnel & Lead Management through CRMs, Website Live Chat Bot Management , Corporate Presentation Creation, Brochure Content Planning, Product Launch, Customer Contact Programs, Brand standards , Dealer Marketing Support Product Photoshoot planning and organizing, Online Product Listing and Order Management, Vendor payments , Contract Renewals

SKILLS

- | | |
|-------------------------|--------------------------|
| * Marketing Strategy | *Customer Engagement |
| *Brand Positioning | *Content Planning |
| *Event Planning | *Social Media Management |
| *Brand Image Management | *Strategic Thinker |
| *Lead Generation | *SEO * PR *CSR |

FAMILY

Father: Retired Govt Civil Engineer.
Mother: Housewife.
Younger Sister: Medicine Doctor.
Husband: Engineer and MBA.
Child: 6 years old son.
State of Origin: Assam

TOOLS

- *Canva : Content Creation Tool
- * Salesforce : Lead Management Tool
- *SAP CRM , Zoho, Marketo : Marketing Tool
- *Elementor : Website UI/UX Plug-in
- * Salesviewer : Website Visitor Tracking Tool
- *Import-Export Analysis Tool - Volza
- *Chat GPT , Gemini, Grammarly, Live Chat, Google Analytics - AI tools

PERSONAL ATTRIBUTES

- *Empath *Team Player * Presenter
- *Extrovert *Straight Forward

INTERESTED IN

Travel, Photography,Bihu Dance, Interior Designing etc.