

Neha Madhogaria

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Personal Profile

Marketing professional with 7+ years of knowledge in integrated marketing communications for various organizations and clients. Driven and results- oriented; possess excellent interpersonal skills; combined with solid brand management and creative background. Highly adaptable and personable individual, with a global perspective and exceptionally acute multicultural understanding.

Experience

Freelance Marketing Consultant to Multiple Organizations (2011– Till Date): India

- Consulting as a **Freelancer** to **Cofinex Inc. Ltd., Ideal Insurance Brokers Pvt. Ltd., Easy Elite English Educational Trust, Karma Kettle Tea, ISKCON- GEV Resort, InnerCircle Advertising (I) Pvt. Ltd. for various brands, Ogilvy & Mather (Intern) for Vodafone brand.** My profile includes:
- Assisting in all PR and media management, influencer engagement, market research, product launch, branding, blogging, photoshoot, events and customer interactions
- Responding to all queries on official company phone and emails
- Supplying quotes to Indiamart leads, Amazon, E Bay etc.
- Following up with prospective clients after initial meetings explaining product line
- Brainstorming, creating new ideas and liaising with client servicing, studio team to proof read and release artworks, digital agency, sales coordinator for online promotions and advertising strategy
- Analyzing client brief to prepare proposals, maintaining client order inventory spreadsheet with updated contact details of every client
- Follow up with accounts to ensure timely payment collection from clients
- Designing marketing collaterals and digital marketing activities

Amrfeo Pte. Ltd. (01/07/2018– 29/02/2020): Kolkata

- As a **Senior Manager– Marketing & Sales**, devised and implemented sales, marketing and media plans adhering to established targets for all manufactured goods such as bentonite, polymer, foam for civil engineering applications
- Managed the development of new product namely super absorbent with usage in various fields ranging from pharmaceutical to agriculture
- Collated and interpreted data on the effectiveness of marketing strategies
- Monitored marketing trends and competitors, and effectively responded to the results
- Oversaw and optimized digital marketing efforts using social media, email and website
- International markets, had to be worked on in close co- ordination with the Director according to internal regulations

Bengal Aerotropolis Projects Limited (01/04/2016– 29/05/2017): Kolkata

- Employed as **Brand & Marcom Executive**, my profession consisted of:
- Managing marketing, branding strategy for Sujalaam- The Skycity at Durgapur. Developed, conducted and implemented all online, offline marketing communication initiatives, media measures, press releases, brand awareness and corporate identity to increase sales
- Managed and executed tactical promotions and offers to drive incremental revenue
- Handled company website and social media channels by engaging followers from different groups on facebook, twitter, linkedin, blogs and youtube
- Created social media calendar, social media reports per month/ week
- Directed digital strategy (including SEO, ORM, Wiki page etc.) to develop web marketing as an integral part of overall marketing strategy
- Identify sales requirements, generate sales enquiries and make presentations

- Fixing up appointments to meet with various organizations, commerce associations and show details of the project to achieve results

Ruchi Realty Holdings Limited (31/12/2013– 31/03/2016): Kolkata

- Served as an **Assistant Manager- Marketing** in this real estate company
- Planned, implemented, monitored and evaluated communications strategy for advertisements, promotions, graphics and collateral to support marketing objectives targeting maximization of the business's positive exposure in local, national and international markets
- Managed digital campaigns and online portals such as 99 Acres, Magicbricks, Commonfloor, SEO, SEM, SMS blast, website, social media, emailers, newsletters etc.
- Monitored the effectiveness of campaigns, managing relevant social media accounts and the target audience
- Provide assistance in ERP, generating money receipts & demand, allotment letters
- Enquiry generation from new customers/ assigned segments through online marketing, ATL & BTL activities
- Play a key role during local exhibitions and events by providing the corporate branding communication material in the form of posters, flyers, brochures etc.
- Improved marketing strategy with new advertising (radio, print, hoardings, direct marketing and online) to increase brand awareness
- C.E.S.C. related applications. Preparing M.O.M, various marketing & enquiry reports, drafting letters, bills, press estimates, brand capital list, maintaining all database etc.

Education

Dec. 2019 WebTek Labs Pvt. Ltd., India
Master Program of Digital Marketing

Certifications: Google & HubSpot, WebTek Labs (Google Partners)

Nov. 2010 Aston University, UK
Master of Science, Marketing Management

Research dissertation topic: Integrated Model of Growth Strategies for Small Firms in Developing Economies

June 2009 University of Manchester, UK
Bachelor of Science (Hons), Management

June 2006 Royal Holloway College- University of London, UK
University Foundation Programme (Equivalent to "A" Levels)

Achievements & Skills

Achievements- Peer Mentor at University of Manchester (2007- 2009), Awarded Distinction in UFP, under University of London (2006), Successfully completed Finishing School Course from J. D. Birla College- Kolkata (2004).

Computers- Graphic & Web Design, SEO, Web Analytics & GTM, PPC or SEM, SMO, SMM, Email, Inbound and Affiliate Marketing, Adsense & Blogging, ERP- Far Vision (marketing modules), MS Office.

Languages- English, Hindi, Bengali & Spanish (basics).

Personal Qualities- Organized, Creative, Detail Oriented, Presentation.

Interests

Sports- Swimming, Exercising, Badminton and Yoga.

Travel- Europe, US, Australia, New Zealand, UK, U.A.E and Asia.

Others- Reading, Travelling, Calligraphy, Art, Spirituality and Driving.