

Devansh Solanki

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EXPERIENCE

PROFESSIONAL EXPERIENCE

Marketing Associate, Reliance Industries Limited — Gujarat, India

Mar 2022 – Apr 2023

- Spearheaded B2B outreach leading to a 22% YoY regional sales uplift.
- Executed retention strategies for 15+ enterprise accounts in Salesforce, achieving 98% retention.
- Managed 200+ monthly SAP-driven orders; reduced billing errors by 30%, shaved 15 days off invoice cycles.
- Built Excel and Power BI dashboards that improved operational efficiency by 20%.
- Analyzed 15+ competitors; informed strategy that boosted product adoption by 12%.

Marketing Intern, Reliance Industries Limited — Gujarat, India

Jun 2021 – Dec 2021

- Researched 10+ competitors, extracted 3 emerging trends for strategic use.
- Supported 5 targeted campaigns, boosting engagement by 12%.
- Created Mailchimp campaigns for 500+ leads; delivered 22% open rate and 8% CTR (12% above benchmark).
- Compiled 10+ compelling sales collateral pieces supporting deal closures.

Customer Service Representative, 3DP Papers — Gujarat, India

May 2020 – Jun 2021

- Cut customer complaint volume by 20% via proactive support.
- Reduced data entry errors by 20% and sped up invoicing by 30%.
- Improved cost efficiency by 10% through optimized processes and vendor negotiations.

SKILLS

SEO • B2B Marketing • Brand Positioning • Microsoft 365 (Excel, PowerPoint, Outlook) • CRM Software (Salesforce, HubSpot) • SAP (Enterprise Resource Planning) • Sales Strategy & Negotiation • Communication & Presentation Skills • Strategic Problem-Solving • SEMrush • Mailchimp • Email Marketing • KPI Analysis

EDUCATION

Postgraduate Certificate, Marketing Management — Seneca College, Toronto

May 2024 – Dec 2024

Postgraduate Certificate, Supply Chain Management — Seneca College, Toronto

May 2023 – Dec 2023

Bachelor of Mechanical Engineering — Charotar University of Science & Technology, India

Jun 2018 – May 2021

LICENSES & CERTIFICATIONS

Digital Marketing Simternship • SAP Cloud • Hootsuite platform • SEO • Design Thinking Process • CRM Software (Salesforce, HubSpot)