

SOCIAL MEDIA STRATEGIST

An astute result-oriented marketing professional, a keen planner, strategist with **10 years** of experience in marketing and advertising. Proficiency in conceptualizing brand strategy, marketing/sales strategies, marketing policies/norms, brand identity system/controls, promotional campaigns, SEO with demonstrated abilities in alleviating the business and revenue growth. Exposure in technical, conceptual and content development of marketing/sales driving collaterals. Experienced in project management, agency management, advertising strategy for the verticals ATL/BTL/Digital/print. Strong leadership qualities to support go-to-market efforts, product launches, exhibitions/events, development initiatives, positioning brands/products for stakeholders. Areas of expertise includes:

Strategic business planning	Channel marketing	Public speaking/presentations
Project management	Product marketing	Marketing communications
Brand promotion	Team building and Leadership	ROI management
corporate communications	Direct marketing	Content development
Branding and Rebranding	Category management	Data/Analytics management
Public/Investor relations	Start-up/High growth	Trend Tracking
Event management	Social media management	IT tools – SAP, FINSYS
Campaign management	Google search console	Vendor Management

Professional Experience

Alice resourcing & projects pvt. Ltd.
Social Media Strategist, August 2019- Now

- Concept, programmed and managed all kind of content, design.
- Creation and updating of all social media pages.
- Through productivity tools entire website content was being analyzed and managed.
- Managing website traffic in the order to increasing more visitors.
- Developed the brand communication and online reputation.
- Pitched and brought leads in AI, Machine learning and Deep Learning projects.
- Managed the brand portfolio and enhanced it by associating various industry.
- Successfully managing to rank it on number 1 at SERP.
- Promotion of content through social advertising campaigns.
- Planning to integrate of all channels of marketing as email marketing and print activities.
- A/B testing and customer experience increased more customer engagement.

BGSB concrete solutions Pvt. Ltd.

Marketing Manager, September 2016 – July 2019

- Manage brand communication of BGSB and all sister concerns of BGSB such as **CONVOW Inc., SSS, Intico India Llp.**
- Developing annual marketing reports to be presented at the meeting with top management.
- Direct email marketing helped in developing business, maintaining relationship with a customer over time that increased the sales to 30% and increased customer loyalty. Resulting in 5000 downloads, 2000 new leads.
- Led website architecture redesign, leading to a faster load time and 20% decrease in bounce rate. By doing the SEO it decreased the bounce rate of website pages up to 30% and gained high page ranks for product pages.
- Coached mentored and led a team of 7-8 direct reports on the factory floor to ensure top notch quality of products used by valuable customers.
- Oversaw both day-to-day and strategic operations for marketing, production and design team.
- 18-20% of gross revenue was dedicated to marketing budget. Collaborated with a team of 4-5 people to brainstorm 2 major creative campaigns which ultimately drove 10000 exhibitors, 40% increase in traffic, 20% increase in sales.
- Analyzed data from Google Analytics to optimize marketing efforts moving forward leading to a 15% increase in downloads quarterly.
- Consistently uphold offerings, timely campaigns, resulting in an average yearly revenue of 10-12%.
- Manage corporate marketing and communication functions, overseeing creative, financial budget, PR and other internal/external marketing related matters.
- Lead the marketing programs for branding and lead generation in conjunction with company growth plan working out strategies to execute the marketing plan.
- Implementing sales promotional activities as a part of brand building and market development efforts.
- Giving product and technical training timely to team members.
- Ideation, planning, research, new product development with economic range.
- Responsible for product concept, design, classification, pricing and coding.
- Work closely with digital/creative/ad/event/media agencies for implementation of events/exhibitions.
- Responsible for social media promotions as Facebook, LinkedIn, Pinterest and Instagram.
- Customer acquisition through direct/indirect channels (Venue/ Direct/ sales/ franchise)
- Strategic brand alliances- campaign conceptualization, strategies, creatives, costings, contract agreements, documentation finalization, legal framework.
- Market research – competitive analysis and implementation, vendor management, contract negotiation, budget planning and ROI management.
- Creating SOP's for brand awareness, promotional activations, pre sales support.
- Direct brand management, PR, media relations, corporate positioning and product launches, advertising, sales collateral and trade show marketing.
- Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns that increased sales figures.

Opositive Communication Pvt. Ltd.**Account Manager, August 2015-September 2016**

- Overseeing the brand's marketing budget & in line with various objectives.
- Analyzing and Planning Strategies to improve the business with the given annual budgets by segregating the same as per the targets set and according to the market scenario.
- Developing marketing strategies, planning & implementation of promotional campaigns, brand management, corporate identity, corporate AV's, photoshoots.
- Study of consumer buying patterns, analysis of market trends, identifying unexploited new market.
- Planning of on-premise product campaign photoshoot with close direction.
- Worked for clients **CASE Construction, Aurelia, The Leela Ambience Convention Hotel, Kingdom of Dreams and Unicorn Denmart.**
- Provided strategic consulting to brands, integrated content marketing including development, packaging, promotion and execution.
- Worked closely with different media vehicles and different costs of advertising present in the market in which proper Budget allocation, brand differentiation, brand recall and its positioning have the main roles.

Infinity Advertising services Pvt. Ltd.**Sr. AE, October 2011-January 2015**

- Launching of New Products and Service in the territory to improve the business.
- Presenting the Strategic Marketing Report to HOD's on monthly basis to have a better understanding on the business and the strategically improvement of plans.
- Training and development of the team.
- Integrated campaign tactics includes banner advertising, product Launch events, word of mouth, conversations, profile pages, direct email, trade show attendance, offline activities.
- Managed a client list of over 20, fortune 500 companies in the **Earth Moving Equipment (JCB), Automobile (Toyota, Continental Tyres, Federal Mogul), Agriculture (Escorts Tractors, CLAAS India Group), Sanitary ware (GROHE)** & many more segments.
- Conceptualized and implemented corporate events ensuring all facets of the event from venue, promotional material, décor, entertainment, partnerships are consistent with and solidifies the brand's message.
- Keen in content writing for SMS, E-Mail Campaigns, Social Media Pages, communication for print, digital to track and to improve the different sources of the leads which a dealer can convert into business (i.e.) Events & Campaigns, Reference, Walk-Ins, Web Leads, Workshop, Business Associates, Advertisement, In-Bound Call and Other Cold Visits.
- Working on latest Web trends and Google Analytics to study the user behavior on the websites.
- Coordinate between various departments, including Product and Technology, to ensure seamless execution on new marketing efforts.
- Managed and execution between creative agency & brand partnerships, managed a multi-cultural marketing team of 5+ account executives, an event production staff of approx. 20 people project wise.

Base Communication Pvt. Ltd.
AE, April 2011 – September 2011

- Responsible for all corporate marketing, researching, including the delivery and results for key strategic initiatives.
- Utilizing all resources cost effectively while handling Real Estate (**Parkview Bestech**), Electronic (**Marathon Electricals**) and FMCG clients.
- Monitoring and analyzing the brand and competitor's performance to identify Strengths, Weaknesses, Opportunities and Threats.
- Developing & refining brands in-store branding, implement strategic plans to maximize brand awareness and its potential.

Bread n Butter Pvt. Ltd.
AE, December 2009- March 2011

- Design implement & facilitate an effective local & national marketing strategy.
- Constantly improving business development activities.
- Manage daily activities with marketing communications agencies and vendors.
- Liaising with local authorities and regulatory bodies inside for embassies on business related issues.
- Apart from embassies (**New Zealand, Singapore, German, and Australia**) worked for clients as **DRDO, German School** too.

Education

MBA from IILM Institute for Higher Education, Gurgaon, 2010
Major- **Marketing**, Minor- **International Business**

Bachelor of Science from C.S.J.M.U, Kanpur (Kanpur University), 2007
Intermediate and High School from B.N.S.D.S.N, Kanpur, 2004