

# RAMESH RAJAK

Marketing Manager

## CONTACT

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## EDUCATION

2017

Diploma in Digital Marketing  
Bangalore

2012

Bachelor of Business Management  
Bangalore

## KEY SKILLS

Digital Marketing



Microsoft Office Suite



Client Servicing



English



Marketing Management



Canva.com



## PROFESSIONAL PROFILE

- Marketing Manager with 7+ years of experience in Marketing Management, Marketing Communications, PR Activities, Digital Marketing, Client Servicing & BPO.
- Marketing professional with a passion for branding, public relations, and events. I am a strong team player and have exceptional organizational skills.
- Proven record in managing New Launch Campaigns that increase brand awareness and sales.

## PROFESSIONAL EXPERIENCE

### 2018 - Present

Marketing Manager

*Vividus Hotel / Bangalore / Dec, 2018 - Present*

- Developing and executing multi-platform communications strategy and plan in line with corporate and brand direction while reflecting local priorities.
- Creating and managing all marketing material and collateral in line with brand direction. Collaborating with teams during new product launches, to design and implement successful launch strategies and communications.
- Implementing online marketing activities including Social Media, SEO/SEM, demand generation, leads generation, etc.
- Tracking effectiveness of various campaigns and course correcting as required. Overseeing creative production and publishing.
- Supporting customer engagement by helping Sales and other internal teams create and communicate seamless journeys.
- Managing communications spend and working with vendors and agencies, to create and/or localize communications and marketing activities and develop supporting assets.
- Leading the planning and implementation of PR and initiatives related to the brand.
- Negotiated contracts with vendors as per marketing budgets.
- Contracted new OTAs and channel partners to maximize Brand visibility.
- E-marketing of restaurant events and activities including developing and maintaining relationship with local Bloggers & Influencers.

## PROFESSIONAL EXPERIENCES

### HOBBIES

- Traveling
- Playing Cricket
- Bike Riding
- Cooking

### PERSONALITY HIGHLIGHTS

- Cheerful disposition
- Neat and well-organized
- Motivated by problem solving
- Independent worker
- Works well with deadlines
- Collaborative and efficient

### AWARDS

#### JULY 2018

EMPLOYEE OF THE MONTH  
Best Client Rating  
INTERNET MOGULS

#### NOVEMBER 2013

EMPLOYEE OF THE MONTH  
Best C-SAT  
FIRSTSOURCE

#### 2017 - 2018

##### Project Manager (Client Servicing)

*Internet Moguls / Bangalore & Delhi/ Nov, 2017 – Nov,2018*

- Oversaw Digital Marketing associates and managed projects from various Premium Hotel clients, including 4 & 5 Star properties.
- Communicated directly with clients to receive directives and partner with internal staffs to carry out the wishes of clients.
- Supervised all digital marketing initiatives, including organic and paid campaigns, to ensure compliance with company policy and client direction.
- Creating, managing, and executing multi-channel marketing campaigns leveraging SEO, social, inbound marketing, email, Ad campaigns, and events to drive customer acquisition.
- Create monthly reports containing a robust description of monthly activity, suitable advice and recommendations and a clear summary of performance against the key performance indicators and metrics.
- Propose new and improved inbound marketing campaign ideas.

#### 2014 - 2016

##### Sr. Client Care Executive (Banking)

*SCB Scope International / Bangalore / March, 2014 – Feb,2016*

- Assist customers with routine account-related requests such as: funds transfers, stop payments, inquiries about bank deposit products and service charges, inquiries about ATM and debit card usage and limits, inquiries about checking and savings accounts transactions, inquiries about funds availability, and check verification requests by third parties.
- Cross-sell bank products and services based on customer needs in accordance with the banks' program standards.
- Research and resolve customer problems, acting as the customer liaison between other bank departments when necessary.

#### 2012 - 2014

##### Sr. Customer Service Advisor

*Firstsource / Bangalore / Feb, 2012 – March,2014*

- Worked for Sky Tv Process, my role was to handle calls regarding technical, account and billing issues and resolving by providing necessary credits or other compensations on the account.
- Performed troubleshooting techniques over the phone to identify and resolve issues.
- Update all required details relating to action taken in appropriate workflow/MIS tools.