

NRUSINGHA SAHOO

Marketing Manager

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OBJECTIVE

Dynamic and team-focused Marketing professional with 8 years of experience in a content focused team, Led 6-person team boosted traffic by 230%. Led designing of ecommerce website from the scratch, built marketing strategy and buyer Performa to give growth direction to the management team. In previous roles developed innovative marketing strategies and boosted sales by 30% and won *The Budding Star Award*.

EXPERIENCE




MARKETING MANAGER  Nov. 2019-Till Date
Peramoon International  Bangalore

- Handling Peramoon (eCommerce Platform for Fashion Jewellery) and Persian Design (Interior Design firm) Brand
- Develop marketing strategy, tactics and manage marketing programs and campaigns that drive demand, generate leads, and shape market perception.
- Devise 360-degree marketing promotion plans across all channels to build up digital marketing efforts.
- Build lead funnel strategy to identify the interaction points to run targeted engagement with customers.
- Build and Lead a 6 person team of SEO, Social Media, Content Marketing, Ecommerce Management, Graphic and video creators.
- Performed thorough consumer research to identify consumer preference and developed consumer persona, Brand story, Brand guidelines and value proposition
- Developed and launched integrated, multi-channel print, catalog, digital and direct marketing campaigns
- Led brand positioning strategies to develop Peramoon & Persian Design as brands and to shape market perception.
- Overseeing lead generation through offline & online channels, Google Ads, Social Media Ads and Email Marketing.
- Implemented SEO/SEM and inbound marketing tactics to establish products in the market.
- Track effectiveness of marketing programs, identifying gaps and tweak plans accordingly to reach maximum results

MY PHILOSOPHY

If you want to learn, there is everything out there for free! Small daily improvements over time lead to stunning result.

FIND ME ONLINE

-  @nrusinghasahoo
-  @nrusinghan.sahoo
-  @nrusingha87

SKILLS

- Brand Communication Strategy
- Consumer Research
- Competition Studies
- Marketing Strategy
- Social Media Marketing
- Performance Marketing
- Website & Portal Management
- Content Marketing
- Lead Generation
- SEO/SEM
- BTL Marketing
- ATL Marketing
- Brand and product launches
- Strategic Marketing
- Inbound Marketing
- Email Marketing

PASSION

 Reading

 Travelling

 Networking


Achievement:

1. Increased overall website traffic to 6000+ users in 6 months for Persian Design
2. Built a lead database over 2000 users for Persian Design & closed 114 clients with average 2.6 Lakhs revenue.
3. Planned and created both the websites (persiandesign.in & peramoon.com) from scratch.
4. Built & lead 6 persons, achieved highly critical milestones in terms of content marketing & SEO growth
5. Introduced Inbound marketing strategies for Persian Design and Managed web & Social media presence across the categories and services for Persian Design.

SOCIAL MEDIA MARKETING SPECIALIST

 May. 2018 - Oct. 2019

Muvi.com (B2B SaaS Based Product Company)

 Bhubaneswar

- Managing multiple social media handles (LinkedIn, Twitter, Facebook, Instagram, Pinterest & other profiles) in terms of sharing content, identifying content that receives maximum engagement, responding to user queries, scheduling posts Timeline & Hashtag research.
- Assisting and supervising content creation that includes blogs, whitepapers, case studies, Customer Testimonial, E-papers, Videos, and other strategically relevant communication material for social media.
- Responsible for increasing website traffic through organic marketing channels.
- Responsible for creating strategic marketing communication plans to increase the engagement and reach of social media pages, A/B Testing campaigns, Increasing lead funnel building through Web Push Notification using OneSignal tool.
- Responsible for Email Marketing, including maintaining email calendar, Executing Drip campaign & targeted email campaigns, fortnightly newsletter, product announcements, Partnership campaigns. (Tool: MailChimp)
- Responsible for Online community outreach programs that includes responding to user queries on Quora, Yahoo Answers & Tumbler
- Monitoring effective benchmarks for measuring the impact of social media, email marketing, web push notification, community engagement and analyse, review, and report effectiveness of campaigns in an effort to maximize results.
- Pro in Google Analytics, HTML, Working with trending Blockchain & Artificial Intelligence technology!


Achievement:

1. Increased overall website organic traffic over 230%, Engagement rate grew from 0.81% to 2.32% for LinkedIn & doubled the follower count, from 4.6% to 6.39% in twitter. 29% increase in overall leads flow from social channels.
2. Achieved 1.5 Million views on Quora Answers, Became the most viewed author in OTT Space
3. Converted 4 HNI clients with \$4000 USD monthly, Decreased bounce rate from 68% to 54%
4. Achieved 1200+ monthly traffic to website & 25+ leads monthly through Web Push Notification.
5. 70+ targeted email campaigns & 200+ overall campaigns, increased open rate from 3.62% to 12.9%, Click rate increased from 1.98% to 5.4% through email marketing.

CO-FOUNDER

 Apr. 2017 - Mar. 2018

Eastern Dairy Solution

 Bhubaneswar

- The concept was to door-to-door delivery fresh and pure milk in Bhubaneswar
- Tied up with more than 10 Firms to supply pure milk.
- Managing overall operation, Marketing and management
- Started with 3 partners and quickly grew to 18 people within 6 months
- monthly revenue reached 7 Lakhs per month

ASSISTANT MARKETING MANAGER

KAIL Limited (A Division of Videocon Industries Limited)

 May. 2016 - Jan. 2017

 Bangalore

- Media planner: Print, OOH & Radio Media Planning & Execution. GTM Strategy & Sales Promotion
- Handled end-to-end ATL & BTL marketing initiative for the region, & event management
- Creative Management: Briefing to Media Agency, Tailoring Communication & Outbound Messaging
- Maintaining Brand Health, Tracking Parameters & External Media Agency Management
- Line Specific Budget Allocation, ROI Tracking & Collateral Management
- Consumer Behavior, Retail/Outdoor Intelligence, Competitor Studies & Market Research
- Multi Branded Retail Branding, POS & POC (DSE) Management
- Trade Shows, Exhibitions, Brand Activations & Sales Promotion
- Managed a team of 6 Marketing Executives & Senior Executives at KAIL Limited

Achievement:

1. Successfully organized mega distributor meet for South India with 230+ participations
6. Successfully executed ATL campaign (Bill board, Gantry, Newspaper Ad, and Bus shelter branding) across Kerala during Onam.
7. 16% increase in overall business volume in 6 months in my region.
8. Led the team of 96 in-shop merchandisers in the entire region and helped sales team increase the sales volume.

ZONAL MARKETING COMMUNICATION

Bharti Airtel Services Limited

 Aug. 2014 - Apr. 2016

 Mumbai

- Training, Briefing & Development of Merchandisers (54 People) for Better POS Elements
- On-Shop & In-shop Signage, Strategic Placements, Sales Generating Promotional Drives, GTM Execution & POS Placements
- Visibility Management, OOH Advertisement, Zone Specific Collateral Drives & Sales Activations.
- Line Specific Budget Allocation, ROI Tracking & Collateral Management
- Retail & Outdoor Intelligence & Competitor Activity Tracking.
- Trade Shows, Exhibitions, Brand Activations
- Liaisoning with Creative Agency, Ensuring Proper Execution of marketing deliverables.

SR. MARKETING EXECUTIVE

Luminous Group

 Sep. 2011 - Jul. 2014

 Bangalore

- Managing end to end marketing activities to promote LUMINOUS (Inverter & Battery) & LIVPURE brand.
- Initiating BTL activities across South India and conducting in-store Promotion, events & exhibitions, Road Shows, Service Camps, Exchange Melas, Van Campaigns.
- Providing assistance in the execution of in shop branding & glow sign through vendors.
- Preparing & Maintaining Monthly Marketing Calendars, Weekly reports, marketing plan for entire marketing & sales team.
- Providing inputs to Scheme Based POPs & Collateral development and Social Media Marketing Strategies to Improve the penetration and Brand Awareness
- Conducting Dealer meets, distributor meets, OOH advertising initiatives to maximize the channel reach.

- Prospecting and Appointing Sales promoters to Generate leads through ground level activation and converting them into sales
- Assist in developing Marketing strategies with Sales Department to increase sales volume.
- Market research & analysis to gather information on competitor activity and update the same to the management.

EDUCATION

MBA (Marketing & Finance) - 2010

REGIONAL COLLEGE OF MANAGEMENT, BHUBANESWAR, ODISHA

BBA (Management) - 2007

UTKAL UNIVERSITY, BHUBANESWAR, ODISHA, INDIA

PROFESSIONAL CERTIFICATION

- Post Graduate Diploma in Entrepreneurship & Enterprise Management from Regional College of Management, Bhubaneswar, Odisha
- Certification in Advanced Digital Marketing from Manipal ProLearn

PERSONAL PROFILE

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| • DOB: 10th April 1987 | • Location: Bengaluru |
| • Gender: Male | • Marital Status: Married |

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