

# Neetu Chaubey

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## BDM MARKETING & DIGITAL MARKETING & SALES MANAGEMENT HEAD

Highly motivated marketing professional with extensive experience as a Marketing Head. Proven track record of successfully developing and implementing strategic marketing campaigns to drive brand recognition, increase customer engagement, and maximize sales. Skilled in market research, digital marketing, and team management. Seeking a challenging role to leverage my expertise and contribute to the growth and success of a dynamic organization. Highly developed, and demonstrated teamwork skills with 10+ Years of experience strong attention to detail, Project Management Skills and data interpretation/ analysis skills, Strong effective communicator. Powerful written and verbal skills in English and Hindi, Proven experience in successfully developing and executing personalized and triggered email and other communications programs at scale, Marketing Leadership experience (managing a department or a group, Working experience with the regional office, Material experience with developing and running an agile, iterative test and learn marketing environment Marketing strategy to drive awareness, retention, and growth, Drive awareness, retention and development of users in existing and emerging markets, Drive visibility and use of new and existing product features, Track, understand, report and improve upon key marketing and user metrics, Carefully analyze performance metrics to ensure a data driven approach to further improvement and innovation, use case from utility to destination for great music and beyond. More than 10+ years of solid B2B marketing experience, delivering profitable solutions to drive sales, attract and maintain customers, and build a solid corporate brand. Special talent for enhancing corporate marketability through electronic and print marketing tools as well as clear, effective corporate messaging, planning skills, as demonstrated in successful event planning experience. Rolled out two large scale corporate rebranding campaigns. Gained extensive experience communicating with vendors and event support personnel, and effectively managed overseas marketing team. Earned a solid reputation for being enthusiastic, efficient, and hands-on. Professional Business Development with more than 6 to 8 years of Experience in the Business Development Processes. Involved in the Product Testing, Management, and Development of New Business Opportunities. Highly capable marketing manager with 10+ years of experience, seeking to leverage proven leadership and strategy skills to grow revenue at Eskelund Global. Met 150% of revenue goal in a fast-paced tech firm. Led 7 cross-functional product teams to 25% efficiency improvement and \$1.2M cost savings. To be a part of an organization which provides an opportunity to learn and improve one's ability.

Accomplished and agile Market Strategy. Executive with proven experience in identifying, analysis and exploiting market opportunities within a variety of organizational structures and corporate development stages. Results-driven business partner and team builder with demonstrated, repeat success in developing successful teams and organizations. Creative and multi-disciplinary executive renowned for identification of cryptic connections among players from various environments using multi- and cross-disciplinary approaches to deliver innovative solutions. Proven leader with outstanding relationship building skills, strong communication abilities and exceptional emotional intelligence that excels in matrix and hierarchical structures.

- business, marketing and Product Bounding Strategy
- *Plan formulation* • Results-Generating Execution
- Change Management & Resource Allocation
- Quality Control, Process Audit • Logistics
- Distribution *Channel* & Client Relations
- Business Trend *Identification* • Forecasting
- Talent & Performance Management
- *fiscal* Accountability • *Goal* Achievement

**Computer Expertise & Skill** • Certificate Course in Advanced Diploma in Computer Applications (from Zed CA). **MARKETING & DIGITAL MARKETING PROJECT HEAD** • Tally ERP. • Wings Auto ERP. • SAP FICO. • Certificate in Information Technology Training (from ICAI). • Basic Computer Skill

MS Office- Word, Excel, Outlook, Powerpoint, Access, Google Drive- Docs, Drive, Forms, Gmail, Sheets, Spreadsheets- Excel, Google Drive, Open Office, pivot tables, vertical lookups, macros, Email- Outlook, Gmail, mail merge, filters, folders, Presentations- PowerPoint, Google slides, Tableau, Keynote, Operating systems-MacOS, Microsoft Windows, Social media- LinkedIn, Facebook, Twitter, Instagram, YouTube, Hootsuite, Tiktok, Pinterest, content creation, Blogging- CSS, Wordpress, SEO, content management, MailChimp, Google Analytics, Moz, Team collaboration- Dropbox, Slack, Zoom, Skype, Trello, Asana, Software skills- Programming/coding- Java, Javascript, Python, Ruby on Rails, Perl, PHP, XML, C#, C++, HTML, Data science and analysis- Apache, MySQL, SAS, JSON, machine learning, data mining, SQLite, RapidMiner, machine learning, open source, Database management- MS Access, Oracle, Teradata, MySQL, SQL, IBM DB2, SAP BI, Enterprise systems-BCP, CRM, E-commerce, HR management, ERP, Quikbooks, FreshBooks, Xero, Business intelligence Graphics and design-Dreamweaver, Illustrator, InDesign, Lightroom, Photoshop, Acrobat, Corel Draw, AutoCAD, Microsoft Publisher, Hardware Skills, Maintenance- Hardware configuration, system administration, tech support, software installation, Linux/Unix, Networking- Network configuration, security, network automation, cloud management, WAN/LAN, DNS, DHCP, debugging, Social Media.

Other Skills:Preparation of Books of Accounts, Project Reports, MIS Reports, Reconciliation Statements etc. Key Auditor Skills: Generally Accepted Accounting Principles (GAAP) Generally Accepted Auditing Standards (GAAS) International Financial Reporting Standards (IFRS) Financial Auditing Regulatory Compliance • Performing the full audit cycle including risk management and control management over operations effectiveness, financial reliability and compliance with all applicable directives and regulations (i.e. to perform SOP, IFC, O to C, P to P procedures etc.) • Determining internal audit scope and developing annual plans. • Obtaining, analyzing and evaluating accounting documentation, reports, and data etc. • To identify loopholes and recommend risk aversion measures and cost savings. • To prepare and present reports that reflect audit's results and document process.

## TTS TOLTEL SERVICES PVT LTD, INC., MUMBAI

2017 — Jun-30

- » Appointed to create a new position to grow select regional accounts using customized business solutions integrating managed care, specialty pharmacy distribution, marketing, legal and sales management areas to improve service delivery.
  - Lead grassroots advocacy and expand effectiveness of produce message within the healthcare practitioner community, key industry organizations, internal corporate audiences, local communities, government agencies, insurance companies and non-profits.
  - Anticipate trends and remain abreast of current scientific and industry knowledge to formulate strategies and implement plans creating opportunity, capitalizing on market shifts and driving market penetration.
- Area Business Manager
- Led a four-state business region with market analysis, strategy development, initiative deployment and fiscal goals seeking.
  - Grew entire business unit's average dollar volume of sales 347%.
  - Selected by leadership and peer group to spearhead several key corporate projects, such as developing departmental performance metrics, devising customer relationship management systems and introducing a corporate values program.
  - Received the Winners Circle Award for expanding the top-ranked business unit by 32% in US Sales in 2010 and placing first in sales among Area Business Managers.
  - Ranked 4<sup>th</sup> for total market share in 2010 with a significantly reduced and restructured product territory from year prior.
  - « Awarded #1 Area Business Manager. National Highest Capsule Dollar Volume and National Highest Market Share Awards in 2012 and exceeded \$3.2 MM in US sales during this economically challenged period.
  - Exceeded goal by 16% achieving top ranked business unit in Eastern region.

## FSC TRIP PVT LTD, Mumbai, MH 2012 TO 2017

### Marketing & Digital Marketing Social Media Head

#### Manager, Business Development

- Cultivated marketing strategy and identified best use of human capital resources to deliver customized client solutions.
- Successfully generated company's first sale valued at \$50,000 within six months of launch.
- Built a pipeline exceeding \$7 MI' in premier medical centers and government agencies within first year.

#### Senior Marketing Manager

- Pioneered the launch of three novel drugs utilizing entrepreneurial business development and built a top-performing interdisciplinary team consisting of multiple divisions and co-marketing partners.
- Devised a traditional and social marketing strategy to expand current customer base. Managed team effectively by instilling a diagnostic approach to fiscal and business management that prompted appropriate solution development.
- » Led nation in exemplary payer relations and policies for managed markets and government affairs.
- Ranked in the top three of forcy business units in combined sales each year.
- « Generated \$27MM of company's \$600NM gross sales in 2003 (over 4% of gross revenues for company).
- Drove the business unit growth rate to exceed 25% annually for nine years.
- « Received the following awards during tenure:
  - o Outstanding Sales Achievement Awards
  - a Region of the Year Award
- Attained Medicaid guidelines for first of class drug, which eventually became national standard for the firm.
- Facilitated public policy changes in Virginia and North Carolina resulting in 10% decrease in infant infection rates.
- Created Infant Wellness Program/Public Health Initiative that was adopted by 72 pediatric centers nationally.
- Established globally recognized program through partnership with Johns Hopkins Comprehensive Transplant Center.

#### Senior Sales Head

- Launched new combined division while restructuring existing product line that generated \$17 MM in sales annually.
- « Exceeded 100% to goal in all product categories annually. Rose from 28th to 7th out of 30 in nine months in initial year.
- Developed focused business plan aimed at hospital accounts and distributor relationships; created strategic relationships with targeted health care systems and negotiated comprehensive contracts.

## EDUCATION

MBA MARKETING & FINANCE, DATA SCIENCE, MA ENGLISH, Diploma in International Financial Reporting Standards (IFRS) from ACCA- TTS • Certificate in Internal Audit (CIA) (Pursuing) from IIA- TTS. • C.A. Inter (P.E.II) from Institute of Chartered Accountants of India in 2010. • Computer Science (TTS Corporate Training) 2010 • Marketing & Advertising Management (TTS Corporate Training) 2010

## Personal Details:

• Name : Neetu Chaubey • Father's name : Mr. Ghanshyam Chaubey • Date of Birth : 30/06/1991 • Gender : Female • Marital Status : Single • Nationality : Indian • Passport : not Available, • Languages Known : Hindi & English Preferred Locations: Freelancer • PAN India. Preferred Department: • Audit/ Accounts/ Finance/Marketing/ IT/ Manufacturing/ Advertisement

Analyzed and implemented new ideas and processes that help salesman grow their business during peak times. Utilized sales data to evaluate sales performance and make proper adjustments to ensure continual growth and meet shareholders goals. Worked closely with members of management to ensure increased inventory levels during seasonal events and decreased levels during slower timeframes. Utilized IT systems to ensure inventory levels were maintained properly and future orders were placed in a timely manner. Ensured company's product promotional plans were executed fully and incremental displays were placed in high traffic areas to increase revenues and profits. Operated second largest route in Pacific Northwest zone (2013) achieving \$ 3 million in sales while maintaining 0.60% in unsalable product. Responsible for recruiting, hiring and training of Sales Reps and support personnel in Midwest Region to create sales of textile products. Oversaw a Department of 15, including strategic planning, budgeting, sales training and achieving Company sales goals for region. Performed weekly reviews and created action plans for Sales Reps throughout Region. Weekly, monthly and yearly reports were maintained and submitted to the VP of Marketing in a timely fashion. Made regular visits to Top 10 customers to ensure "customer loyalty Exceeded revenue goal for every quarter employed with company.

- Developed and executed comprehensive marketing strategies, resulting in a 20% increase in brand awareness and a 15% growth in sales revenue.
- Led a team of marketing professionals, providing guidance and support to drive successful campaigns and achieve business objectives.
- Implemented innovative digital marketing initiatives, including social media campaigns and targeted email marketing, resulting in a 30% increase in online engagement and a 25% rise in website traffic.
- Collaborated with cross-functional teams to launch new product lines, conducting market research and competitive analysis to identify and capitalize on opportunities, leading to a 10% increase in market share within six months.
- Strategic Planning
- **Professional**, Market Analysis, Brand Management, Digital Marketing, Creativity, Research, Analytical and critical thinking, SEO and SEM, CRM and marketing automation, Content management system (CMS), Data collection and visualisation, Google UX Design, Key tools: Adobe (Photoshop, Illustrator, InDesign), Canva, Sketch, Meta Social Media Marketing, Software skills, Recruitee, Workday, BambooHR, Sapling, MS Office suite, G Suite, Asana, Trello, MS Office, Word, Excel, Outlook, Powerpoint, Access, Google Drive, Docs, Drive, Forms, Gmail, Sheets, Spreadsheets, Excel, Google Drive, Open Office, pivot tables, vertical lookups, macros.

Facebook Ad Manager • Google Adwords • Google Analytics • SEMRush / Ahrefs • Offpage Onpage SEO Optimization • Keyword Research • Content Review / Hiring and Managing Bloggers / Understanding of Wordpress • Canva



