



# GAURAV BATRA

MARKETING ENTHUSIAST



## ABOUT & CONTACT



+91 9873 543 504



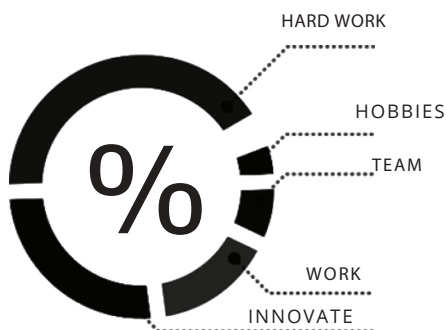
G.B13691@GMAIL.COM



IN.LINKEDIN.COM/IN/GAURAVBATRA91



## PERSONAL SKILLS



## WORK EXPERIENCE

- July 2015- Till Date: Executive- Modern Trade  
Canon India Pvt. Ltd., Gurgaon

### Responsibilities:

Responsible for managing the end to end operations of Canon e-store.  
Using Google Analytics to track site performance.  
Conducting regular Site Audits to get insights for SEO activities.  
Planning, executing UI/UX changes for a better consumer experience.

Creating well optimized content using insights from Google Adwords Keywords tool.

The role also includes planning and executing new marketing, promotional activities on Digital platforms namely Social media, E-mail, Affiliate, Search to boost website traffic and sales through the brand store.

- June 2012– Jun 2013: Practitioner- Tech Serv. Ops.  
IBM India Pvt. Ltd., Noida

### Responsibilities: As Level 1 Practitioner:-

Working closely with one of IBM's business clients to assist them with their technical/IT infrastructure issues.

Mapping their internal processes and workflows with business software platforms including Citrix and VMWare.

### As Level 1.5 Practitioner:-

Creating and maintaining micro sites for various business units, optimizing them for better integration with other organization wide used tools. Monitoring traffic and creating heat maps to better understand, plan UI/UX changes.

### Achievements:

Star of month in December 2012, February 2013 and April 2013.  
Promoted to Level 1.5 Practitioner based on consistent performance.

## INTERNSHIPS

- April 2014 - June 2014: Digital Marketing Intern  
JK Tyre & Industries Ltd., New Delhi

### Achievements:

Was instrumental in creation of new Mobile App for JK Tyre & Industries Ltd.  
Devised an accounting mechanism to track sales generated through Online Leads .

- March 2014– Apr 2014: Branding and Merchandising Intern  
United Spirits Ltd. (DIAGEO)

### Responsibilities:

To increase the visibility share of the company's products and merchandise in liquor stores.  
Suggested a store specific in-store branding strategy based on the footfall.

### Techniques used:-

- 1) Customer Profiling- Extensive customer profiling was done by conducting customer surveys at various stores.
- 2) PARETO'S 80-20 rule (80% of the store sales were driven by 20% of DIAGEO's products).

- February 2014 - March 2014: Product Marketing Intern  
WE Chat, Gurgaon

### Responsibilities:

Study the instant messaging market in India.  
Conducting usability tests for new product features and suggesting improvements by analyzing end user feedback.

### Achievements:

Developed a competitive digital marketing strategy for the messaging platform.



# GAURAV BATRA

MARKETING ENTHUSIAST



## ABOUT & CONTACT



+91 9873 543 504



G.B13691@GMAIL.COM



IN.LINKEDIN.COM/IN/GAURAVBATRA91



## EDUCATION

June 2013- June 2015: Post Graduate Diploma in Management  
Birla Institute of Management Technology, Greater Noida

Specialization: Marketing

Final Project:  
Digital Roadmap of JK Tyre & Industries Ltd.  
Affiliate Marketing in Practice : Quponify

June 2009- Jun 2012: Bsc. (Hons.) Computer Science  
University of Delhi

Specialization: Computer Science

Final Project:  
Reverse Engineering of a Search Engine



## PROFESSIONAL SKILLS



Web Analytics



Social Media



SEO, SEM



BTL Marketing



ATL Marketing



Content



## LANGUAGE SKILLS

English



Hindi



Japanese

