

Anish Mahendra Kumar, Marketing & Sales Professional

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LINKS

[Linkedin](#)

PROFILE

Experienced Digital Marketing executive with extensive experience in successful campaigns. Strong marketing knowledge and team leadership skills. Goal-oriented and determined to build a market presence.

VISA STATUS

May 2025

Post-Study Work (PSW) / Graduate Visa

- Unrestricted Work Visa

EMPLOYMENT EXPERIENCE

Feb 2024 -Present

Digital Marketing Sales Executive. Pan European Networks-Innovation News Network

Congleton, UK

Sep 2022 — Feb 2023

Marketing Support Manager, London Orthotic Consultancy

Kingston Upon Thames, London

Outline: "Led a project's marketing team of 4 members; was responsible for identifying new opportunities, acquired new clients and helped the existing business to grow within the UK market."

Key Responsibilities: I was responsible for managing LOC's website using Umbraco and their social media accounts through Hootsuite.

I have successfully navigated through a range of organic and paid acquisition channels, including content creation, curation, PPC, event management, publicity, social media, lead generation, copywriting, and performance analysis.

Key Achievements: Boosted web traffic by 15k monthly visitors through SEO, cut ad spending by 10%, and retained lead gen and sales.

Mar 2022 — Aug 2022

Marketing, Retail Sales & Account Executive, Dolce Desserts

Birmingham, West Midlands, UK

Outline: "Managed a team of sales and marketing professionals to successfully meet and exceed sales targets."

Key Responsibilities: Monitored and managed ingredient inventory to minimise waste and spoilage & also I was responsible for providing exceptional customer service and ensuring a positive dining experience.

Key Achievements: Maintained accurate records of sales, expenses, and inventory, showcasing strong organisational skills and financial responsibility.

Dec 2020 — Dec 2021

Sales & Digital Marketing Executive, Eleczo - The Electrical Zone

Bengaluru, India

Outline: "Collaborated with marketing and sales teams to improve content marketing and cross-promotional initiatives"

Key Responsibilities: Developed and executed digital marketing strategies to promote products or services, including SEO, SEM, email marketing, and social media advertising.

Used Customer Relationship Management (CRM) software to track and manage leads, contacts, and sales opportunities.

Key Achievements: Achieved a favourable return on investment (ROI) by managing digital marketing budgets effectively and optimising advertising spend.

Enhanced efficiency by 11% through aligning product launch and marketing activities and further furnishing business performance analysis and other research information.

Jul 2018 — Oct 2020

Marketing Communications Manager, Mohan Exim India Pvt.Ltd

Bengaluru, India

Outline: "Analysed marketing data to identify trends and develop insights that informed future marketing decisions. "

Developed marketing campaigns to increase brand awareness and customer acquisition

Key Responsibilities: Collaborated with marketing and communications teams to develop content that resonates with the community, resulting in a 7% increase in engagement.

I have created and developed marketing messages that are clear and persuasive, while also ensuring that the brand messaging remains consistent across all communication channels.

Key Achievements: Received industry awards, accolades, or recognition for outstanding marketing communications efforts.

Developed a comprehensive marketing and communications strategy that increased brand awareness by 13%

QUALIFICATION

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| Jan 2022 — Jan 2023 | MSc in Business & Management, Aston University | Birmingham, UK |
| | <ul style="list-style-type: none">I have finished studying extremely pertinent subjects, such as International Marketing Management, Operations Management, and Accounting for Non-Financial Managers.Furthermore, I have undertaken an extensive dissertation project delving into the pivotal subject of "Current and Future Impacts of COVID-19 on the Indian Economy."Achievement: Awarded a Global Excellence Scholarship of £2000 | |
| Jun 2018 — Jun 2021 | Bachelors of Business Administration, CMS Jain University | Bengaluru, India |
| | <ul style="list-style-type: none">I received the Academic Achievement Award for graduating with a distinction score.A Corporate BBA in Marketing and Finance gives me valuable skills for business success. | |

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| CORE SKILL COMPETENCIES | Microsoft Office Suite expert | Expert | Business Transformation | Expert |
| | Quality leadership | Skillful | Client Relationships | Skillful |
| | Lead Generation Campaigns | Expert | Email Marketing | Expert |
| | Team-orientated mentality | Expert | Marketing campaign management | Expert |

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| ACADEMIC PROJECTS | International marketing management: Using SWOT, PESTLE, and 7Ps to market electric vehicles in three nations for business establishment. |
| | Operations management: Handled operations in a cloth manufacturing industry via a simulated game to optimize business by 8% across production, procurement, sales, marketing, and HR. |

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| CERTIFICATIONS | <ul style="list-style-type: none">Google Analytics CertificationHub Spot Digital Marketing CertificationHootsuite Social Media Marketing CertificationMoz SEO CertificationSEMrush SEO Toolkit Course |
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| ADDITIONAL SKILLS | Digital Marketing Skill |
| | Google Ads, SEO, Google Analytics |
| | Software Skill |
| | MS Suite, Canva, Smart sheet, Advanced Excel |
| | Miscellaneous Skill |
| | Content Writing, Stock Market Trading and Analysis |

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| REFERENCES | References available upon request. |
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