



Jatin raseen

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[Work Portfolio](#) | [LinkedIn](#) | [Website](#)

WORK EXPERIENCE

Oct'23 - Aug'24

Digital Marketing Manager | Business Financial Group

BFG offers a full spectrum of financial services from accounting, taxation to company registration.

- Plan, create marketing strategy and implement the plan into action.
- Managing SEO with weekly blogging & upkeep of the word press website.
- Increased the web traffic from **1.8K to 4K** (within **8 Months**). [Report](#)
- Proof-read, run checks on weekly blogs and post them.
- Deliver sales e-mailers through Zoho marketing automation.
- Create marketing collaterals promoting the consulting partners.
- Planning & executing online/offline events, driving footfalls for tradeshow/webinars.
- Managing the database, adding new leads generated through various campaigns.
- Implementing marketing automation to deliver important transactional communication.
- Developed and implemented referral marketing strategy.
- Enable PR campaigns for news releases.

Jan'23 - Sep'23 - Career Break

Jan'22 - Dec'22

Digital Marketing Manager | Aplicar

Aplicar is Spanish word which means 'to apply'. It is a Canadian Edutech company which creates a bridge to connect study abroad aspirants, recruitment partners and education institutions together.

- **Grew followers** on all the **social media handles** by **6x** during my **tenure**.
- **Improved CTRs, ORs** of the **e-mailers** and **paid ads**.
- Procured marketing collaterals such as merchandise, gifts, table clothes, pens etc.
- Wrote effective copies for e-mailers, social media and WhatsApp promotions.
- Proof read the content created for social media, blogs, brochures, standees etc.
- Share ideas, strategies to promote the brand on various social media platforms.
- Implemented salesforce CRM along with the integration to MSG91 text messaging service.
- Managed relations with a design agency.

Sep'14 - Dec'21

Manager, Online Marketing & University Partnership | Shiksha.com

A division of Naukri.com group, launched in 2008 is a repository of comprehensive information to enable the right University/college and career decision for the student. Apart from online solutions, Shiksha also offers offline student consulting services.

- Nurtured and turned **40+ accounts** into **Key accounts**. **Grew the revenue base** by **5x**.
- Managed existing relations with around **150+ Universities, Service providers** and **companies**.
- Write effective copies for e-mailer & banner (**Google & FB**) ads. **Improved CTRs & ORs**.

- Liaising with the design, marketing and operations departments to execute the campaigns.
- Ensuring all marketing services are scheduled, executed and deliverables met.

Aug'11 - Jun'14

Assistant Manager - International Sales | Naukri.com

India's No. 1 job site

- Sold employee recruitment solutions to companies in USA, UK, Europe and ME.
- Virtually meet with CXOs and stakeholders.
- Demonstrate the service, submit proposals and close sales.
- Manage existing relations, create value, grow and renew the existing accounts.

Mar'08 - Jun'09

Customer Care Executive | Wipro

Worked for America Online (AOL INC) - a Time Warner company. Later, after merger with British Telecom it became Car phone warehouse in UK.

- Verified, sold broadband and telephone plans to the customers.
- Ensured CSAT score is maintained so that retention remains.

SKILLS

SEO, Content Marketing, Marketing Strategy, Google Ads, Google Analytics, Data Analytics, Google Search Console, Tag Manager, Adobe Suite, Canva, Social Media Marketing, Content Strategy and planning, Branding Strategy, PPC, Digital Marketing, Online marketing, HTML/CSS, JavaScript.

EDUCATION

Dec'21

PGP in Digital Marketing

PURDUE UNIVERSITY, ONLINE

Jul'11

MBA (Marketing & International Business)

MVN UNIVERSITY - 3.5 GPA