

Sonal Modi

9830011274

[sonalagar7@gmail.com](mailto:sonalagar7@gmail.com)

MBA with rich experience in Lead Generation and Digital Marketing Specialist for 12 years in Social Media and Digital Marketing, Email Marketing Content writing, SEO, SEM,SMM, PPC, Optimizing Google AdWords campaigns and Google Analytics. Content Development.

**EMPLOYMENT DETAILS**

1. Currently Working as AVP Head of Digital Marketing at Infinity Group of Companies since 2020

Job Responsibilities.

* Translating a vision for online marketing into a coherent digital marketing strategy.
* Managing the Team. Team handling and developing strategies.
* Developing Lead generation strategies. B2B Lead generation.
* Used Tools – Sales Navigator ,Outreach, Mailchimp, Hubspot,

* Creating optimisation strategies across our campaigns to achieve and surpass client KPIs including performance, delivery and margin.
* Responding promptly to queries on live and upcoming campaigns to deliver an outstanding level of service to internal and external clients
* Working closely with the trading, technical and account management teams to communicate material and technical requirements to our internal and external clients
* Support digital branding activities across the company’s social networks.
* Develop community management framework for responding to queries and feedback
* Developing and executing integrated online strategy and understanding user behavior.
* Content Writing.
* Responsibility for planning and budgetary control of all digital marketing.
* Working with the executive team in development of overall online marketing plan and set goals.
* Leading and managing digital marketing team.
* Reviewing existing marketing campaigns across the business and automating where appropriate.
* Ensuring all platforms within the business communicate with each other to remove discrepancies.
* Carrying out A/B testing on automated marketing campaigns to maximize results.
* Segmenting audiences and optimizing campaigns to increase effectiveness.
* Tracking conversion rates and making improvements to the website.
* Using PPC, SEO, SEM with understanding analytics and measuring ROI.
* Facebook Adverts, Linkedin Ad, Google Adwords, PPC, handling promotions and other retargeting strategies.
* Measuring Key Performance Indicators (KPI) to ensure positive ROI.
* Review new technologies and keep the company at the forefront of developments in digital marketing.
* Reporting on all campaigns and making changes where necessary.
* Emailing Marketing with various components.
* Drive organic growth of website.
* Developing Strategic plan to achieve targets.
* Devising strategies to drive online traffic to the company website.
* Optimizing Google AdWords campaigns and Google Analytics.
* Evaluating customer research, market conditions and competitor data.
* Delivering a steady stream of qualified leads for the organization.
* Implementing lead scoring practices to enable higher conversions of quality leads.
* Email campaigns, blogs, forums, display marketing and other social media experience to generate leads.
* Creating DRTV Ad Campaigns and integrating direct components to the Campaigns.
* Working collaboratively with the executive team to ensure automated campaigns achieve company goals.
* B2B & B2C Marketing.
* Managing the updates of the company website.
* Improving the usability of the landing page, design, content and conversion of the company website.
* Implementation of a marketing automation platform and CRM for the business.
* Establishing a range of automated marketing campaigns based on various criteria.

1. Worked as Head of Digital Marketing at Apollo July 2019 to Sep 2020

Job Responsibilities.

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* Emailing Marketing with various components.
* Developing Lead generation strategies.
* Support digital branding activities across the company’s social networks.
* Develop community management framework for responding to queries and feedback
* Developing and executing integrated online strategy and understanding user behavior.
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* Establishing a range of automated marketing campaigns based on various criteria.

1. Worked with housing.com as D Marketing Senior Manager from Sep 2017 to June 2019

Job Responsibilities.

* Drive organic growth of website.
* Developing Lead generation strategies.
* Email Marketing.
* Content writing, Creative designing, strategic planning and execution.
* Facebook Ad, Google Adwords, PPC, handling promotions.
* Developing Strategic plan to achieve targets.
* Optimizing Google AdWords campaigns and Google Analytics.
* Job comprises of regular On-boarding of new clients and acquisition of new clients through Digital Marketing.
* Revenue generation through SEO, SEM and via ecommerce marketing.
* Responsible for entire process of lead management, sales and business development via Digital Marketing.
* Data Management to ensure 100 % coverage in assigned territory and tracking other key parameter.
* Managing SEO. Email Marketing, Social Media and content writing.
* Maintaining CRM.
* Provide the market intelligence, data analytic and insights for the marketing team to launch the right promotional and customer communication initiatives.
* Responsible for Ecommerce marketing and conducting marketing meetings.

1. Worked with Indiabulls as Digital Marketing Manager from 2015 to 2017

* Reporting on all campaigns and making changes where necessary.
* Team Handling.
* Email Marketing.
* Lead Generation Strategies and implementation.
* Emailing Marketing with various components.
* Drive organic growth of website.
* Developing Strategic plan to achieve targets.
* Devising strategies to drive online traffic to the company website.
* Optimizing Google AdWords campaigns and Google Analytics.

1. Worked with Aviva as Digital Marketing Manager from 2012 to 2015

Job Responsibilities.

* Maintaining CRM.
* Developing Lead generation strategies.
* B2B Lead generation.
* Email Marketing.
* Optimizing Google AdWords campaigns and Google Analytics.
* Provide the market intelligence, data analytic and insights for the marketing team to launch the right promotional and customer communication initiatives.
* Responsible for Ecommerce marketing and conducting marketing meetings.

1. Worked in ITC as a Digital Marketing Manager from 2009 to 2012

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* Maintaining CRM.
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* Responsible for Ecommerce marketing and conducting marketing meetings.
* Data Management to ensure 100 % coverage in assigned territory and tracking other key parameter.

**ACHIEVEMENTS**

Pan India topper for target achievement.

Qualified in several contests month on month basis.

**ACADEMIA**

* Post Graduation in Business Management
* Graduation in Business Studies.
* Higher Secondary from Modern High School

**PERSONAL DOSSIER**

Residential Address Panache, Block 2 20 A Sector V, Bidhannagar,

Kolkata, West Bengal 700102

Date of Birth 11TH July 1985

Father’s Occupation Export Business

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