

CONTACT

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EDUCATION

- UNIVERSITY OF HYDERABAD
 - PhD Pursuing (Marketing)
- IIM RAIPUR
 - PhD DropOut
- JAMIA MILLIA ISLAMIA
 - Master of Business Management (Marketing and HR)
- MIT MEERUT
 - B.tech (Electronics and Communication)

CORE COMPETENCIES

- Product Management & Roadmapping
- Market Research & Competitor Analysis
- Cross-Functional Team Collaboration (UI/UX, Tech, Legal, Marketing)
- Digital Campaign Management (SEO, Social, Paid)
- Agile Project Execution & Sprint Planning
- Wireframing (Figma), KPI Definition & Tracking
- Brand Identity & Visual Storytelling
- CRM & Analytics (Salesforce, Google Analytics, SEMrush)

LANGUAGES

- English (Fluent)
- Hindi (Fluent)

NEHA

ASSISTANT MANAGER | PHD (MARKETING)

PROFILE

Product & Marketing Specialist with experience delivering user-centric solutions through agile methodologies. Skilled in translating user insights into product improvements, collaborating across teams, and driving digital innovation to enhance customer experience and business outcomes.

WORK EXPERIENCE

- Aliens Group** 2024 - PRESENT
Assistant Manager
 - Led integrated marketing across digital and print, boosting brand engagement by 55%.
 - Planned and managed paid social media campaigns, enhancing qualified inquiries and contributing to over ₹5 Cr in revenue.
 - Collaborated with UI/UX teams to revamp the website, improving SEO and user retention metrics.
 - Created branded content and video carousels for premium real estate, driving 250+ leads and ₹5 Cr+ revenue, while ensuring alignment with brand guidelines.
 - Managed internal communications and stakeholder coordination for events and marketing governance.
- SAGE Publications India Pvt Ltd.** 20222- 2023
Marketing Executive
 - Managed promotion of 100+ journals and events, including the Social Change Golden Jubilee Lecture.
 - Oversaw digital campaigns such as email and eLearning platform marketing, generating 40+ qualified leads.
 - Designed and executed strategic engagement plans across social media and email marketing.
- Freelance Product Marketing Consultant** 20222- 2024
 - Executed strategy projects with market research, segmentation, and product-fit analysis. Developed KPI and branding frameworks for startups, improving ROI and visibility.
- DigiVersal Consultant** 20219- 2019
Market Research Associate
 - Delivered business research reports and data analysis support for faculty and marketing clients.

CERTIFICATIONS AND TECHNICAL TOOLS

CERTIFICATIONS	TECH TOOLS
<ul style="list-style-type: none">Google Digital UnlockedUGC NET (Management -KPMG Virtual Experience ProgramProduct Management A-Z: Hands-on, Real-world simulation (Udemy)	<ul style="list-style-type: none">Power BIGoogle AdsGoogle AnalyticsSEMrushSalesforceMS OfficeCanvaFigmaAdobe Suite