

VISHAL ANAND Y

Marketing Specialist

+918838593490



Vishal21feb@gmail.com



Chennai, India



SUMMARY

Seasoned Marketing Specialist with a 2-year tenure at Bassure Solutions. Proficient in strategic campaign management, content creation, and data-driven decision-making. Collaborative team player with demonstrated adaptability in dynamic marketing environments. Successful in enhancing brand visibility and engagement. Seeking new challenges and opportunities.

EDUCATION

New Prince College Of Engineering

Bachelor's Degree in Electrical Engineering
2013 - 2017

SKILLS

- Strategic Campaign Planning
- Content Creation and Copywriting
- Data-Driven Decision-Making
- Cross-Functional Collaboration
- Event Management
- Adaptability and Industry Insight

LANGUAGES

- English
- Telugu
- Tamil

PROFESSIONAL EXPERIENCE

Marketing Specialist | Chennai

Bassure Solutions | 2021 - 2023

- Led the development and execution of impactful marketing campaigns, resulting in a 20% increase in brand visibility.
- Spearheaded content creation initiatives, producing compelling copy that contributed to a 15% growth in online engagement.
- Utilized data analytics tools to inform marketing decisions, ensuring strategies aligned with company goals and market trends.
- Collaborated cross-functionally, fostering strong communication channels to achieve cohesive and effective marketing efforts.
- Successfully orchestrated and managed marketing events, both online and offline, contributing to heightened brand awareness.
- Demonstrated adaptability in navigating dynamic marketing environments, consistently staying ahead of industry shifts.

Achievements and Awards:

- Strategic Innovation Award:**
- Recognized for introducing innovative strategies, contributing to a 20% increase in brand visibility.
- Awarded for **exceptional content creation**, driving a noteworthy 15% growth in online engagement.
- Acknowledged for utilizing advanced data analytics tools** to shape marketing decisions in alignment with company goals and market trends.
- Cross-Functional Collaboration** Excellence.