

Sonam Ranjan

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BRIEF OVERVIEW

M.B.A. (Marketing) from Balaji Institute of Telecom and Management with **3 years 3 months** of experience in **Direct Sales, Marketing, , Branding and Promotions. And 2 years 2 months** of experience in **Digital Marketing.**

SCHOLASTICS

- ± **M.B.A. (Marketing)** from Balaji Institute of Telecom Management, Pune in 2014 with 66%.
- ± **B.Com.** from Balaji College of Commerce, Science & Arts, Pune University in 2012 with 68.17%.
- ± **HSSC** from O. P. Jindal in 2008 with 68%.
- ± **SSC** from Ayyappa Public School in 2005 with 53%.

ORGANIZATIONAL EXPERIENCE

Total Experience: 5.7 years

3.3 years in Sales and Marketing and 2.2 years in Digital Marketing

1. **Sundek International Laminates** - 22nd September 2014 - 22nd March 2016 [Pune]
2. **Ceasefire Industries Limited** - 11th April 2016 - 9th May 2017 [Pune]
3. **Greenvision Technologies Pvt Ltd** - 2nd May 2018 - 28th February 2019 [Bangalore]
4. **Finheal Capital Pvt Ltd** - 20th July 2020 - 20th May 2021. [Remote]
5. **Ramniwas Surajmal** - 01st Jun 2021 – 11th Nov 2022. [Remote]
6. **Karv Automation**- 5th April 2023 – 31st Dec 2023 [Remote]

PROFESSIONAL EXPERIENCE- DETAILED

Company: Sundek International Laminates

Designation: Business Development Executive

Duration: 22nd September 2014 - 22nd March 2016 [Pune]

Product: Laminates

Job Profile / Roles & Responsibilities:

Working as Business Development Executive, I am assigned with following responsibilities

- ☞ Mapping markets, capturing market intelligence and defining the target market/contacts, consulting &
- ☞ Handling authorized dealers and providing them end to end services.
- ☞ Lead Generation, Cold calling.
- ☞ Fix up the appointment with Architects, Interior Decorators.
- ☞ Product demo, business analysis, coordination in between client and technical team, implementation.

Company: Ceasefire Industries Ltd

Designation: Business Development Manager

Duration: 11th April 2016 - 9th May 2017 [Pune]

Product: Direct sales of Fire Safety & Solutions Products that is Fire Extinguisher, Clean Agent, Smoke Detectors, Server Protections, Fire Safety Suits, Fire Alarm System etc.

Job Profile / Roles & Responsibilities:

Working as Business Development Manager, I am assigned with following responsibilities.

- ☞ Conversant in Commercial, Retail, and Corporate Customers, Builders, Warehouses, Manufacturing Companies, Banks, Government Offices, Institutes, Temples, Trusts, School & Hospitals at Pune.
- ☞ Complete SPANCO stages i.e. Suspect>Prospect>Approach>Negotiation>Close>Order>Collection>PR.
- ☞ Creating Multi Location Orders and delivery through coordination between the Branches.
- ☞ Ensuring maximum customer satisfaction, by providing assistance thereby achieving installation and quality norms and achieving the goal through multiple marketing activities
- ☞ Live Training- How to access fire safety equipment's & advantages & Live Demo.
- ☞ Provide Mock Training Points-

- ⌚ Daily Maintenance of SMP (Sales Monitoring Portal) task..
- ⌚ Existing Ceasefire Clients & Suspecting Cold Calls Clients give the Fire Audit Survey.
- ⌚ Follow Up for After Delivery Payment Collection.
- ⌚ Maintain Personal Relation with Clients.
- ⌚ Every Month Maintain Assigned Calls with Team Such as Negotiation, Presentation, Training & Closing

Company: Greenvision Technologies Pvt. Ltd.

Designation: Inside sales representative

Duration: 2nd May 2018 - 28th February 2019 [Bangalore]

Product: UPS Batteries, Solar Gel Batteries, Inverter Batteries, Tubular Batteries

Job Profile / Roles & Responsibilities:

Working as Inside Sales Representative, I am assigned with following responsibilities.

- ⌚ Handling north central region [Lucknow, Raipur, Bhopal, Indore and Dehradun]. ⌚ Make daily calls to target set of customers in order to push sales.
- ⌚ Coordination activates include- Handling all queries related to product, Quotation, Order, Dispatch, payment, see Form.
- ⌚ Order Processing, Coordination with Regional Sales Team, handling purchase order discrepancy, pricing analysis, discount and payment terms setting, sourcing of parts from suppliers as and when required.
- ⌚ Coordination with Centralized Warehouse Team for timely dispatch of material to customer by keeping a track of non-stock material imported from suppliers.
- ⌚ Develop and maintain effective client relationship and manage expectations with existing and prospective clients.
- ⌚ Sending daily call report to the reporting manager.

Company: Finheal Capital Pvt Ltd

Designation: Digital Marketing Executive

Duration: 20th July 2020 - 20th May 2021.

Product: Personal loans, Business loans

Job Profile / Roles & Responsibilities:

Working as Digital Marketing Executive, assigned with following responsibilities:

- Off-Page SEO, Link Building, Blog Submission, Blog Commenting

- Handled Social Media channels, Instagram, Facebook LinkedIn, Twitter, Pinterest
- Project Handling & Management, Client Interaction, Strategies, Planning, Reporting, Content Strategies
- Content writing, Content Optimization, Keyword Research, Keyword Analysis.
- Working on On-Page SEO, SEO Titles, Meta-description, In-Bound Linking, Out-bound Linking, Alt Tagging.
- Blog writing on Quora, Blogger.com

Company: RAMNIWAS SURAJMAL legal firm

Designation: SEO Consultant

Duration: 01st Jun 2021 – 11th Nov 2022. [Bangalore]

Product: Law Firm

Job Profile / Roles & Responsibilities:

Working as SEO Consultant, I am assigned with following responsibilities

- Off-Page SEO, Link Building Strategy, Research and analyze competitor backlinks,, Creating quality backlinks on high DA sites and keeping a regular track of the keywords.
- Handled Social Media channels, Instagram, Facebook LinkedIn, Twitter, Pinterest, Google My Business.
- Creating image for social media from a tool CANVA.
- Content writing, Content Optimization, Keyword Research, Keyword Analysis, Competitor Analysis
- Facebook Ads to generate leads

Company: Karv Automation

Designation: SEO Executive

Duration: 5th April 2023 – 31st December 2023

Product: Handling Project of Melbourne Fresh Flower and Aarvis Flowers

Job Profile / Roles & Responsibilities:

Working as SEO Executive, I am assigned with following responsibilities

- Off-Page SEO, Link Building Strategy, Research and analyze competitor back links,, Creating quality back links on high DA and PA sites. With spam score 1%
- SEO Content writing, content planning, content Optimization with UK English and optimizing old content.

- Working on On-Page Optimization, SEO Titles, Meta-description, In-Bound Linking, optimization of image, Outbound Linking, Alt Tagging, and ensuring all pages are mapped out to appropriate keyword.
- Familiarity with Word Press like Yoast SEO, All In One SEO, and Rank Math
- Keywords research and Keywords analysis by Using an SEO tool, like Ahrefs, SEMrush, Google Keywords Planner, Ubersuggest.
- Email Marketing, Creating Templates and create campaign such as promotional campaign, and informational campaign through Mailchimp and Sendinblue
- Work on Technical SEO- Robots.txt file, Sitemap and Schema Markup
- Familiar with Spotify.
- Analysis website performance with website analytics tools such as Hotjar, Similarweb, google analytics

Course

- Completed Digital Marketing Course from **Digiperform Digital Marketing** on Jun 2020
- SEO Certification from **HubSpot Academy** on Sep 2022
- SEO Certification 2 from **HubSpot Academy** on Mar 2023
- Email Marketing Certification from Hubspot Academy on December 2023

SKILL ENHANCEMENT SCHEDULES - TRAININGS

Organization : **BHEL, Haridwar**
Duration : June'13 to August'13
Title : **'Advertising and Sales promotion.'**

Skills

- Online Advertisement, Online Marketing
- Content writing, Blog
- Create content for Email Marketing Campaign and Worked on Email marketing tool like Mail chimp and Sendinblue
- Social Media Marketing- Facebook, Twitter, LinkedIn
- Identify social media opportunities and develop an actionable plan for execution.
- Optimizing Website for Rich Result
- Off Page SEO and On Page SEO
- Technical SEO

PERSONAL DOSSIER

Date of Birth : 01st September 1989

Marital Status : Married
Languages Known : English, Hindi
Contact No : 7028631416
E mail id : sonamranjansr@gmail.com

Behavioural Characteristics: -

- Commitment to quality and result.
- Responsibility
- Sincere in attitude.
- Presentation and Leadership skill.
- Relationship building and management
- Client retention and self-motivated
- Customer relationship management

DECLARATION_____

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above mentioned particulars. I requested your good self to consider my application favourably and give me an opportunity to serve under your kind control.

Date:
Place: Bangalore

Sonam Ranjan