

ASRA PARVEEN MEV

74 p & t Colony Ratlam · 8770001886\ 7804065533

Parveenasra628@gmail.com · www.linkedin.com/in/asra-parveen-1494b2154

An Email Marketing Specialist with 4 years of experience. Deployed email campaigns with outlook for a market research company which contributed total 25- 40 Leads per Month.

EXPERIENCE

FEBRUARY 2021 – PRESENT:

Email Marketing specialist, FUTURE MARKET INSIGHTS, PUNE

- Running Email campaigns using outlook and other sources.
- Using marketing tools such as LinkedIn sales navigator, ZoomInfo, CRM etc.
- Work driven to Lead generation or appointment generation through different sources
- Conducting Primary, Secondary marketing research and competitive analysis
- Experience working on email marketing and social selling through LinkedIn
- Contact discoveries via online channels on various geo locations
- Understand competitors' position and identifying various opportunity

JULY 2019 – JAN 2021

Research Associate, iSpirit Business Solutions, Indore

- End to end execution of Market Research Reports, conducting Primary and Secondary Research to build the analytical sections and to identify data-points/market trends etc.
- Identification of the key drivers, barriers, and opportunities that cumulatively impact the overall market.
- Create knowledge exclusively for India entry strategy through white paper etc.
- Understand the client business need and draw actionable intelligence for them (Custom Research).
- Build database which includes key industry people among different market verticals.
- Running Email campaigns using outlook and other sources.

JULY 2017– JANUARY 2019

Program Coordinator, Omics International Pvt. Ltd, Hyderabad

- Oversaw all the proceedings of handling an international event.
- Headed the section of Web page customization for quality content assurance. Responsible for creating, improving and developing strategies for lead generation and target completion.
- Used Integrated Online marketing techniques for revenue generation and global promotions.
- Maintained the brand by enhancing the quality of the attendees to the event and Managed the clients with highly effective communication skills.
- Running Email campaigns using outlook and other sources.

EDUCATION

AUGUST 2013 – JUNE 2017

IES IPS Academy Indore (M.P.)

Bachelor of Engineering (Chemical) which is affiliated to RGPV Bhopal securing 6.3 CGPA.

SKILLS

- Digital Marketing
- Market Research
- International Conference Management
- Contact Discovery Lead Generation
- Content Management and Writing

COURSES

Dec - 2020 Completed Online course on Global Marketing Research and Analytics under Udemy.

Declaration I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge. I take full responsibility for the correctness of the said information.

Asra Parveen Mev

Location:

Date

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