

ARCHANA NAVEEN

MARKETING MANAGEMENT

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Highly motivated marketing professional with over 5 years of experience seeking to transition into the dynamic field of digital marketing after a career break. Proven track record of success in mention any specific areas of marketing expertise, with a strong foundation in Possesses a keen interest in leveraging digital channels to drive brand awareness, engagement, and conversion. Excellent communication, analytical, and problem-solving skills.

PROFESSIONAL EXPERIENCE

Company Name: Johnson & Johnson

Position: Beauty Advisor (Neutrogena)

June 2016 –July 2018

- Inside Sales

Company Name: Heath & Glow Private Limited

Position: Product Expert

Aug 2018 – Nov 2019

Roles & Responsibilities:

- Shrinkage control.
- Hitting monthly/annual targets.
- Inspects merchandise to ensure it is correctly priced and displayed.

Company Name: Kaya Skin Clinic Private Limited

Position: Customer Care Executive

Dec 2019 –Aug 2022

- Tentacle –**All type of inbound calls to retain customer and generate lead.**
- Zeno tic - Cloud Based business solution for appointment scheduling, billing, marketing, inventory and configurable reports.
- Strong experience on monitoring data loads in Power BI.
- Individual key player on SOP, Cash Handling and Team management.

Company Name: Muthra Industries Pvt. Ltd

Position: Business Development Manager

Mar 2022 – July 2022

- Market Research
- SMM
- E-Commerce Product Listing
- Inbound Marketing

Company Name: Infycle Technologies

Position: SEO Intern

Dec 2023 – Present

- Keyword Research
- On-Page SEO
- Off-Page SEO/Link Building
- Technical SEO
- Google Analytics
- Google Search Console
- Basics HTML/CSS

SKILLS

CRM & Marketing automation
Data Visualization
Design
Social media
SEO
Email Marketing
Market Research
Data Analytics

HubSpot
Microsoft excel, Tableau, Knime
Canva, Adobe photoshop
Facebook and Instagram ads, Google tag manager
On-Page, Off-Page, WordPress, Technical, Local SEO
HubSpot
Google Search Console
Google analytics

CERTIFICATIONS

- **Google Analytics Certified:** Proficient in leveraging data analytics to gain valuable insights into consumer behavior and market trends
- **HubSpot Inbound Marketing:** Certified in developing and executing inbound marketing strategies that attract, engage, and delight customers.
- **HubSpot Email Marketing Expertise:** Adept at creating impactful email marketing campaigns that drive customer engagement and contribute to overall brand success.
- **HubSpot SEO Certified:** Proficient in search engine optimization, ensuring maximum online visibility and driving organic traffic to enhance brand visibility.
- **Fundamentals of Digital Marketing** in Skillsshop,lms

ACCOMPLISHMENTS

- In PGPM, Course topper in Managerial Economics and Exceptional performer in Marketing Management, Data Analysis Using Excel.
- Ranked 2nd in health and glow product expert evaluation.
- In Health & Glow, Awarded Employee of the Month (May 2019) and got rewards as start performer.
- In kaya clinic, top performer award in kaya product and retail software training in Kaya Training center, Mumbai.

EDUCATION

- **PGPM in Marketing Management**, Great Learning.
- **B.Tech. Electronics & Communication Engineering**, Alpha College of Engineering and Technology