

PREM KUMAR MATHUR

7+ Years of Total Work Experience

MBA in International Business

B.Tech in Electronics & Communications Engineering

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JOB OBJECTIVE

Seeking managerial level opportunities in Digital Marketing / Project Management / Business Development / Account Management / Institutional Sales & Key Marketing with leading organizations.

CORE COMPETENCIES

Resource Planning, Project Management, Strong analytical abilities, Strong interpersonal and communication skills, Campaign Designing with financial strategies, Account Management, Quick Learner, Strong Negotiation & problem-solving Skills, Inspirational Speaker, Confident Decision Maker, Market research, Business Analysis, Innovative approach, Digital Marketing.

Expertise - MS Office, Google Ads, Google Analytics, Google Search Console, Google Tag Manager, Wrike, JIRA, Tableau, Salesforce, Oracle NetSuite, Advantage, Social Media Management, Channel Management, Graphic Designing.

PROFESSIONAL EXPERIENCE

Milestone Internet Marketing, Ahmedabad (Gujarat), INDIA – SaaS Company

(April 2019 – Present)

Digital Client Success Account Manager – (Major Clients - Marriott, Hyatt, Nissan, Renault, US Bank, Hilton etc.)

- Responsible for end-to-end journey from onboarding to promotion phase of multiple projects across different time zones that includes interacting with cross functional teams around the globe, renewals & contracting, upselling, gathering project essentials, developing project plans, setting program expectations and hosting discovery webinars to gain a deeper understanding of client's expectations.
- Interpret reporting trends and proactively communicate the digital performance to the client through monthly calls & presentations. Also, making strategic recommendations for additional services/tactics to enhance the client's digital performance.
- Manage multiple program tactics that include website design, content planning, digital marketing plan and programming; to ensure deliverables are met and executed as per the assigned SLAs including monthly analytical reports with excellent customer support.
- Ensure programs provide a cohesive digital strategy, using search, social content and reporting tactic execution.
- Manage and implement strategic keyword strategy through optimization of onsite and offsite SEO & SEM tactics.
- Manage paid media accounts of all assigned clients with in-depth analysis of the market position & financial biddings for online marketing (Google Ads, Facebook, Instagram, Pinterest, Twitter, Youtube, LinkedIn etc.)

Cambay Group of Hotels & Resorts, Ahmedabad (Gujarat), INDIA

(January 2019 – April 2019)

Marketing Manager

- Developing a pricing strategy that maximizes profits and market share.
- Track and measure Search Engine Optimization and Google Analytics metrics and provide reports.
- Developing and managing advertising and marketing campaigns.
- Building brand awareness and positioning by organizing company conferences, trade shows, exhibitions and other major events. Evaluating and maintaining marketing strategies.
- Managing social media, public relation efforts, and content marketing and supervising their daily updates.

Baheti Hotels & Leisure Pvt. Ltd, Jodhpur (Raj.), INDIA

(December 2017- January 2019)

Sales & Marketing Manager

- Maximizing business revenue by managing & designing advertising campaigns through digital marketing, print media, theaters, radios, PAN India hoardings, cold calling, mailer & text message marketing.
- Forecasting sale targets & driving initiatives to achieve goals and managing a frontline team of seven.
- Conducting competitor analysis by keeping abreast of market trends and moves to achieve market share metrics
- Train the team to derive results and enhancing the quality of services.
- Graphic Designing - Website banners, Landing pages, Social Media images and Video Editing.

ACME Cleantech Solution Pvt. Ltd.- Bhadla (Raj.), INDIA

(June 2017 – November 2017)

Deputy Manager- Business Development & Administration

- Land Acquisition & Liaison with local and government authorities.
- Accomplish staff results by communicating job expectations; planning, monitoring, and appraising job results; coaching, counseling, and disciplining employees; initiating, coordinating, and enforcing systems, policies, and procedures.
- Achieve financial objectives by anticipating requirements; submitting information for budget preparation; scheduling expenditures; monitoring costs; analyzing variances.

PADDY POWER BETFAIR LTD. - LONDON, UK

(July 2015 - January 2017)

Assistant Manager- Retail

- Delivering outstanding levels of customer service and maintaining the relationship.
- Organizing campaigns to enhance the business sales.
- Monitor retail operating costs, budgets and resources.
- Leading a team of 40 employees; signing off job sheets and performance management that includes profit and sales forecast, planning and maintaining the budget.

AURIC ADVERTISING LTD.- LONDON, UK

(September 2014 - June 2015)

Sales and Business Developing Manager

- Managing portfolio of clients to maintain cordial relationships.
- Initiating and developing relationships with key decision makers in target organizations for business development
- Evolving market segmentation and strategies to achieve desired targets.
- Identifying new business opportunities with existing customers and engaging in cross- and up- selling activities.
- Identified key trends and insights delivered in annual industry reports based on market information analysis for clients in Germany.

WELSPUN SOLAR AP PVT LTD.- RAJASTHAN, INDIA

(December 2012-July 2014)

Operation & Maintenance Engineer

- Operating and maintaining Asia's first largest 55 MW PV solar plant.
- Managing all administrative services that include accommodation, transportation, security, local manpower, liaising with government officials and many more.
- Managing plant's store including material procurement to maintain stock levels.
- Planning and executing daily maintenance programs under my supervision with a team of 20 for the plant's better efficiency.

ACADEMIC QUALIFICATIONS

Master of Business Administration - International Business

University of Greenwich, London (UK) - (2014-2016)

Modules included: Financial and Management Accounting, E-Logistics and International Supply Chain Management, Global Strategy: Analysis and Practice, Global Business and Sustainability, Global Networks and Innovation, Foundations of Scholarship and Research, Business English for Academic Purposes, Managing and Leading People Across Cultural Borders, International Marketing.

Bachelor of Technology - Electronics & Tele Communication

Jodhpur National University, Jodhpur (India) - (2008-2012)

PERSONAL DETAILS

DOB: 18th September 1992

Language: English and Hindi

Location Preference: Anywhere in India/Abroad

References on Request