

Ankita Sahu
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Career objective

To learn, internalize experience and excel in the corporate where I can prove my penchant for innovation and deliver to the best of my potential while contributing to the growth of my organization.

Profile Summary

- Overall 5 years of experience in Digital Marketing & Branding through social media ads on LinkedIn, Twitter, Facebook, YouTube, Medium, Quora etc.
- Identifying Events.
- Website updating, conducting Webinar & Training.
- Running different marketing Automation campaign for brand building & increasing traffic to the website.
- Executed PPC campaign for Aerospace & Transportation Verticals.
- Hands on Google Analytics, Lead Generation, Sales, and Building relationships with Stakeholder, Pilot project management skills.
- Worked with the designer team closely for creating templates and invitation mailer for the stakeholders & customers.
- Worked in the areas building marketing collaterals for the clients, Blogs, Articles and etc.
- Planning and executing different campaigns, database Building, gathering Business Intelligence across different industries, Digital Marketing, Media Firm and Achieving targets before deadline.
- Good hand experience on: Social Media Campaign, Email Campaign, Lead Generation through different campaign, Google Analytics, Google Adwords, PPC, etc.
- Possess strong Business Management, leadership quality, excellent communication & Inter-personal skills, Motivational skills, Time management skills, Problem-solving skills, Strong follow-up skills, Good Listener, Curious, Multitasked and Conversationalist.
- A good team player with excellent functional, marketing and analytical skills.

Technical Tools Worked on

- Microsoft Excel, Power Point, Word
- Hubspot tool
- Mail chimp
- Epiction
- Google Analytics
- DSP platform

Professional Experience

(Companies in reverse Chronological order)

Company Name: CADOpt Technologies Pvt Ltd

Description: Marketing

Designation: Marketing Manager

Tenure: February'19 to till date

About Company:

CADOpt Technologies, founded in 2014, is a company providing Engineering Services and Solutions, mainly in the areas of CAD (Computer Aided Design) / CAM (Computer Aided Manufacturing) / CAE (Computer Aided Engineering), to firms in the field of Automotive, Aerospace, Heavy Engineering, Medical Devices, Home Appliances, etc.

Roles & Responsibilities:

- Building Marketing plan for the financial year
- Conducting webinar & training (end to end)
- Involve in Branding & Networking of the company
- Identifying Events/ Associations to take part as sponsors
- Running LinkedIn & Facebook campaign to increase website traffic
- Website update & Review
- Looking on Industry trends & finding out best topics for content creation
- Involved in Email & Content creation with the help of technical experts

Company Name: QuEST Global
Description: Business Marketing
Designation: Marketing Officer
Tenure: May 2017 to Nov 2018

About Company:

QuEST Global is an engineering services industry, with an experience exceeding two decades in mechanical, embedded and engineering software services and solutions with an overall 10,000+ employees globally. Over the years, QuEST has worked with global leaders across business verticals including Aero Engines, Aerospace & Defense, Transportation, Medical Devices, Power, Oil and Gas and so on.

Roles & Responsibilities:

I have worked on Aerospace & transportation verticals with some leading client like Airbus, Honeywell, BMW, Ford etc. I was involved in running different campaign for brand building, along with getting involved in Account Based Marketing and New Business Development. Handling Market Intelligence workshops. I have been also responsible for developing new programs and brand building of company globally. Have knowledge in establishing wide network with media and stakeholders. Managing the social networking platform to make a marked notice in company outreach goals.

Pilot Campaign planning, digital marketing skills, PPC, Adword campaigns, LinkedIn Gap Analysis, Lead Generation through sales navigator building social media marketing, creating Blogs, Posters & whitepapers with the help of content writers along with collaterals building for clients has always been my genre of work. Website updating.

As a part of part my career I have always been doing event planning and Handling Customer visits & Merchandize. I have been engaged with tools like Google Alert & Epiction.

Company Name: Kreatio Software
Description: Branding and Lead Generation
Designation: Digital marketing Executive
Tenure: November 2016 to May 2017

About Company:

Kreatio assists your business to reach an all-new level of success, by gearing you up with a completely functional website instantly.

Roles & Responsibilities:

- Building the client data base using Google, Facebook & LinkedIn.
- Generating Leads by sending Email & SMS using thunderbird (Mail Merge) and also Gupshup Panel and building relationships with customers with regular follow-ups.
- Transferring leads to telesales department and take continuous follow up from them on leads status.
- Target Driven and multi-tasking
- Strong marketing and Branding skills
- Target Driven lead-generation
- Researching on Keywords and meta tag lines for SEO.
- Posting Blogs on Blogging Websites like Quora, Medium, Reddit, Tumbler for branding.

Company Name: Silicon India (CIO Review)
Description: Media Firm
Designation: Market Research Executive
Tenure: August 2015 to May 2016

About Company:

Silicon India Provides Business and Technology magazines and is the largest professional networking portal of India where you can start and accelerate your professional career.

Roles & Responsibilities:

- Interacting with clients through phone and emails, brief about the particular product.
- Sending E-mails to client through LinkedIn, Thunderbird and Gmail.
- Responsible for activities regarding sales, marketing and customer Services.
- Motivating client as per their need.
- Meeting target before deadline
- Follow-up with the clients
- Generating leads, maintain lead sheet, follow up, closing deals and feedback from client.

Company: HBJ Capital Services Pvt Ltd
Description: Trading and Investment
Designation: Business Development Executive
Tenure: Jan 2014 to July 2015

About Company:

HBJ Capital Services Pvt Ltd is an equity research firm. The firm provides research on small-cap, mid-cap and micro-cap stocks

Roles & Responsibilities:

- Calling the client and adding their details in excel sheet.
- Motivating and approaching various customers for availing our services.
- Taking part in team huddle in regular intervals and understanding the organisation goal.
- Providing various updates to the clients through calls, emails and SMS.
- Taking care on the payments against the services provided to the client.
- Sending various reports to the Management on Demand.

Highest Educational Qualification

B-Tech from **BijuPatnaik University of Technology (BPUT)**, Odisha in 2013.

Strength

- Flexibility and Adaptability
- Teamwork
- Problem-solving and decision-making
- Multi-tasking
- Efficient Time management
- Good Listener and Conversationalist.
- A self-initiator with positive attitude.
- Energetic and hardworking with the sense of responsibility.
- Quick learner
- Leadership
- Willingness to learn new things.
- Active participation in Social Welfare activities.

Personal Details

DOB: 18th July, 1989
Address: Bangalore, Karnataka

Place –Bangalore

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