

# Vaibhav Gupta

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## Marketing Manager

A Dynamic Marketing professional with over 9.7+ years of experience in traditional marketing, digital marketing in driving business growth and customer acquisition through Integrated Marketing Solutions as per the latest go-to-market (GTM) strategy.

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## Technical Skills

Marketing strategies, Brand Management, Creative Visualization, Website Management, Online Reputation Management (ORM), Employer Branding, Search Engine Optimization (SEO), Social Media Optimization (SMO), Social Media Marketing (SMM).

## Soft Skills

Team player, open minded to new ideas, willingness to listen and learn, deadline oriented, go-getter

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## Professional Experience

### BigStep Technologies

Digital Marketing – Head, June, 2021 to till date

- Execution of Email campaigns using Mailchimp.
- Management of SEO activities (On and Off page).
- Handling website and developing content marketing strategies.
- Management of Shopify Appstore ads for branding and lead generation.
- Responsible for writing technical content for case study and website blogs.
- Strategizing & executing different lead generation campaigns on Facebook and Instagram for European countries.
- Complete management of social media channels - LinkedIn, Facebook, Instagram, YouTube.
- Handling Online Reputation Management on Google My Business (GMB), Glassdoor, Ambition Box accounts.

### Absolute Nutrition Pvt Ltd.

GM - Marketing, October, 2019 to May, 2021

- Developing 360-degree marketing strategies in line with the company objectives.
- Responsible for complete product marketing cycle, starting from product roadmap, market research, competitor analysis, marketing strategies etc.
- Responsible for all online and offline marketing communications and events.
- Management & execution of e-commerce platforms like Amazon, Flipkart, Nutrabay using organic & paid campaigns.
- Complete management of social media channels namely Facebook, Instagram, YouTube using both organic and paid strategies.

- Strategized and executed SEO and its audit (using Ahref, Google Analytics, Google Webmaster etc. tools).
- Worked on Influencer Marketing for enhancing the brand reputation.

### **ProProfs**

#### **Digital Marketing Manager, November, 2018 to May, 2019**

- Planning and executing Digital Marketing strategy for SaaS (Software as a service) products.
- Brainstorming, planning and executing new growth strategies.
- End-to-end management of SEO and ASO (App Store Optimization).
- Strategized and executed Social Media Optimization for Facebook, LinkedIn, Twitter, YouTube.
- Responsible for doing the heatmap analysis using Hotjar tool, to gauge real time website analytics.
- Handling a team of 10+ SEO, content writers, UI/UX designers.

### **Digital Samay**

#### **Digital Marketing – Team Lead, April, 2017 to Nov, 2018**

- Handled a role of project coordinator for different client projects related to brand building, event management, ORM.
- Involved in the process of creative visualization & designing marketing collaterals.
- Developing content calendar for Facebook, LinkedIn, Twitter.
- Actively involved in SEO for website traffic and keyword ranking.
- Handling a team of 8+ SEO and content writers.

### **Infodart Technologies India Limited**

#### **Senior Marketing Executive, October, 2015 to April, 2017**

- Responsible to grow the organization online presence on social media channels like Facebook, LinkedIn, Twitter.
- Working in partnership with agency to get the website, print content & creatives.
- Working closely with advertising agencies to manage brand marketing campaigns.
- Promoting the brand at trade shows and major industry-related events.

### **Xavient Software Solutions India Pvt. Ltd**

#### **Marketing Executive, October, 2011 to October, 2015**

- Handled website management, marketing & communication collaterals.
- Responsible for ideating, curating, and creating content for social media pages.
- Coordinating with Public Relations (PR) agency for organization brand awareness.
- Worked on SaaS product market launch to release new features with zero errors.
- Involved in managing large scale B2B software events.

### **Certifications:**

- Google Ads Search, 2021 - 2022
- Google My business (GMB), 2021
- HubSpot Inbound Marketing, 2021 -2023

**Academic Qualification:**

EXAMINATION	BOARD/ UNIVERSITY	NAME OF THE INSTITUTE	YEAR OF PASSING	PERCENTAGE (%)
MBA (Marketing)	GGSIPIU, Delhi	University School Of Management Studies	2015	79%
B.Tech (Computer Science and Engineering)	Kurukshetra University	Panipat Institute Of Engineering & Technology	2011	78.70%

**Rewards & Recognitions:**

- Awarded Pat on the Back in July'16 by Infodart Technologies for project accomplishments.
- Earned commendations from client executives for marketing deliverables that targeted desired audiences and articulated the value of products and services.

**Personal Information:**

- Date of Birth: October 2, 1989 | Marital Status: Single