

WORK EXPERIENCE**ENERPARC ENERGY | ASSISTANT MARKETING MANAGER**

May23-present

Effectively spearheads comprehensive marketing strategies by seamlessly integrating **Public Relations and Media Branding, Marketing Analytics, Expos, Networking Events and Awards, Search Engine Optimization, and Performance Marketing** to deliver measurable and impactful business outcomes.

Marketing Functionalities:

- Optimized the **Email marketing** function by executing **70+ targeted campaigns** using **A/B testing frameworks**, resulting in a **17% increase in revenue** on a **semi-annual basis**.
- Collaborated with the sales team to **enhance revenue generation** by integrating **AI-driven marketing tools**, resulting in a **33% increase in productivity** and contributing an **additional ₹8 crore in revenue**.
- Built a robust pipeline of potential clients by networking with **key decision-makers and industry catalysts** through **LinkedIn Sales Navigator** as well as **offline engagements at leading summits, expos, and industry events**.
- Implemented **Marketing Analytics frameworks** to derive **data-driven insights**, enabling **strategic and well-informed decision-making** across marketing initiatives.
- Partnered with **leading media houses** to strengthen **brand management initiatives** and enhance overall **brand visibility and positioning**.
- Oversees the **Expos and Events portfolio**, ensuring its **strategic execution** to effectively enhance **brand visibility and market presence**.
- Accountable for **planning and executing** both **in-house and external webinars**, effectively engaging with **targeted and relevant audiences** to strengthen brand outreach.
- Enhanced **brand recognition** by strategically managing **cross-industry and leadership award initiatives** within the marketing division.
- Directs the formulation and execution of marketing strategies while managing the **market intelligence function** to support data-driven business decisions.
- Executed **WhatsApp marketing campaigns** with automated workflows for targeted stakeholder communication.
- Developed and implemented **SEO & Performance marketing strategies** that significantly increased website traffic, contributing to a **16% growth in sales**.
- Prepared an end-to-end **sales dashboard** that aids in analysing the business.

Dashboard access: [Sales Dashboard](#) (Download for proper insights)

Technology Stack Used: AI-Tools, Clodura, Canva, Animaker, Microsoft suite, Power BI, Pipedrive, Zoho CRM & Email, Semrush, Google Tag Manager, GA4 etc

Marketing Initiatives & Revenue Generation:

- Inculcate the concept of marketing analytics in the marketing department whereby I have done competitive analysis via data collection from various reliable sources
- Closed a deal worth Rupees 9crs+ with a reputed client like Tata Cummins

INTERNSHIPS&LIVE PROJECT**3i INFOTECH | HR ANALYTICS INTERN**

Dec'22-Feb'23

Acquainted with the **people analytics** & implemented the project work as assigned by using advanced Excel features like **macros, slicer**, etc

Data Governance & Analytics:

- Recruitment Tracking Analytics – Region-wise, Source, Target, Cost per Hire & Growth metrics
- Standard Operating Procedure Manual - Recruitment Lifecycle in every region, Forecasted Onboarding Process, Vendor Governance Model
- Different Analytics Management Report Dashboard
- Usage of Macros & Slicer and other advanced Excel functions

EKA MOBILITY | HR INTERN

Apr' 22-Jun ' 22

Understood the importance of **Key Performance Indicators as well as Key Result Areas**

Human Resources function:

- Curated the Key Performance Indicators & Key Responsibility Areas that have impacted 150+ employees in the company
- Analyzed the impact of key performance indicators at the organizational level
- Conducted the primary research to ascertain the dynamics of talent acquisition in the automotive industry

TATA MOTORS | ER INTERN

Oct'21-Dec'21

Worked in the Commercial Vehicle Business unit of an organisation, where I got to understand the importance of the **Employee Relations department by curating SOP**

ER Deliverables:

- Understand the vitality of the Employee Relations Department in the Manufacturing unit
- Learned to formulate the Standard Operating Procedure manuals
- Impacted the employee relations workings with the 2% increase in efficiency

SSO CONSULTANT | LIVE PROJECT

May23-present

Project Deliverables:

- Curated animated video using the tool Animaker. The Video substantiates the various human resources topics.

EDUCATION&CERTIFICATE

- MBA(International Business),Pune-7.23/10.
- BBA(Finance), Bengaluru- 73.2%.
- Hubspot: Digital Marketing Certification**
- Databricks: Generative AI Fundamentals**

2021-2023

2015-2018

LANGUAGES&HOBBIES

- English, Hindi, Urdu | Likes to read books on different inventions