

MSc – International Business, The University of Liverpool

SUMMARY

Dynamic and results-driven Marketing Professional with a robust background in strategic marketing, project management, and brand management. Proven track record in managing marketing campaigns, enhancing brand visibility, and fostering corporate partnerships. Adept at developing strategic marketing plans, executing cross-functional initiatives, and collaborating with diverse stakeholders. Committed to supporting organizational objectives through creative and proactive communication strategies.

EDUCATION

MSc	The University of Liverpool	Liverpool	2024	First Class
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CERTIFICATIONS & KEY SKILLS

Certifications	Google Digital Marketing, The Data Scientist's Toolbox- John Hopkins University (Online), Prompt Engineering Generative AI for Marketing and Advertising.
Key Skills	Digital Marketing(SEO, SEM, PPC, Social Media), Google Analytics, Google Ads, WordPress, Copywriting, Content creation and Management, Email Marketing, Marketing Automation, CRM Management, Website Management, E-commerce, Market research and analysis, Campaign Planning and execution, Brand management, Strategic Marketing Planning, Copy writing and public relations.

PROFESSIONAL EXPERIENCE

Organization	Alpha CNC Tech Pvt Ltd	Duration	August 2022 – August 2023
Designation	Marketing Executive		
Responsibilities & Achievements	<ul style="list-style-type: none"> Provided strategic advisory services to enhance brand visibility and credibility within the aerospace sector, contributing valuable content to Boeing's industry newsletter and fostering new partnership opportunities for ALPHA. Developed and executed strategic marketing campaigns tailored to the aerospace industry, resulting in a 25% increase in client inquiries for Titan's aerospace component launch. Formulated collaborative marketing strategies in partnership with Bharath Heavy Electricals Limited (BHEL), leading to a notable increase in contract value and the establishment of robust partnerships between ALPHA and HAL. Designed and implemented highly personalized email marketing initiatives targeting key stakeholders such as the Indian Space Research Organisation (ISRO), achieving a solid 15% conversion rate and driving significant growth in Requests for Quotation (RFQs). 		

INTERNSHIPS

Impact Unlimited (Junior Marketing Intern) October 2021- February 2022	<ul style="list-style-type: none"> Orchestrated and executed digital marketing initiatives for a diverse clientele, including GG Petit, a jewellery brand, resulting in a notable 50% surge in Instagram followers within three months. Formulated and implemented comprehensive marketing strategies combining influencer outreach and targeted advertising to promote product launches, such as Sofas by Torque for a furniture company, driving a significant upsurge in website traffic and sales. Devised and executed Search Engine Optimization (SEO) strategies for a newly established sneaker store, Leven Eleven, leading to increased foot traffic and notable improvements in Google search rankings, thereby ensuring a consistent flow of customers to the store.
JM Mhatre Infra Pvt Ltd (CSR Intern) April 2021- September 2021	<ul style="list-style-type: none"> Directing the "Green Horizon" campaign, I orchestrated collaborative partnerships with local municipalities, non-profit organizations, and schools to amplify our outreach efforts. Employing a multi-faceted approach, we utilized targeted social media campaigns, educational workshops in schools, and community clean-up drives to raise awareness and promote sustainable living practices. Implemented a comprehensive waste management system, including the introduction of recycling bins and educational materials, to streamline waste disposal processes and promote environmental responsibility within the company.

POSITIONS OF RESPONSIBILITY

Student Council	<ul style="list-style-type: none"> Executed annual function in my final year of undergrad; headed creative and finance department; selected as a Prefect. Oversaw a team of 20 in House Council; chosen as House Captain; represented 1000 students. President of the literature club; represented school at 8+ contests.
Club & Committee	<ul style="list-style-type: none"> Marketing & Communication Club- Led multifaceted marketing efforts, curated social media campaigns and content creation initiatives to promote events, workshops, and digital campaigns, to enhance skills, engage industry professionals, and boost online presence. PRCET (Public Relations & Community Engagement Team)- Led media relations, community outreach, and event planning to boost brand reputation of the BMS College of Engineering. Coordinated press coverage, organized CSR initiatives, and executed diverse events, collaborating cross-functionally for effective marketing.

OTHERS

Key Achievements	<ul style="list-style-type: none"> Recognized with 2 Step Up awards for taking on additional responsibilities, improving functional efficiencies reflecting leadership in integral task management during the crucial phases of the business expansion.
Social Impact	<ul style="list-style-type: none"> Rotaract Club – Served local underprivileged community during peak COVID Crisis by arranging medical supplies and by raising awareness about the hygiene and cleanliness. Sai World City – Actively participated in raising awareness about the benefits of solar panels and reducing electricity consumption to contribute to environmental improvement in Sai World City, Navi Mumbai, a burgeoning locality undergoing development.

