

## SHREYA BASNET

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House number - B-5/90, Near Hanuman Temple

Rohini sector- 5, New Delhi- 95

Contact no-(+91)-7829596930/ [E-mail.id- shreyabasnet10@gmail.com](mailto:shreyabasnet10@gmail.com)

## DIGITAL MARKETING PROFESSIONAL

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Seeking a position in an organization that provide an ample to explore and excel while craving out the niche for personal, professional as well as an organizational goals

## SUMMARY OF SKILLS

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- Accented with latest trend and techniques of the field, completed MBA from M.S Ramaiah Management institute, with inborn quantitative aptitude and determination to crave successful career in the industries
- Explore new dimensions of Digital Marketing, having experience in both sales and advertising field.
- Outstanding communication skills, verbal as well as written coupled with good presentation skills.
- Self-motivated and goal oriented with high degree of flexibility, commitment, resourcefulness and optimism
- A strategic and logical thinker with excellent knowledge in identifying and defining marketing opportunities
- Skilled in generating, refining, and evaluating marketing actions.
- External communication: Manage social media outreach, PR, Advertisement and sending Emailer to the target audience and customer reference programs.
- Customer Interaction: Interact directly with customers to coordinate development and approval of customer content (case studies, press releases, social media content, etc.)
- Data Management: Update and manage Customer Reference database and PR calendar

## EDUCATIONAL CREDENTIALS

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### MASTER OF BUSINESS ADMINISTRATION (MBA)-2013

Completed MBA (IN MARKETING/HR) from M.S .Ramaiah Management Institute (BANAGLORE) in marketing with 65% aggregate and HR with 70%

### BACHELOR IN SCIENCE - (BIOTECHNOLOGY)-2009

Hislop school of Bio-Technology, Nagpur, Maharashtra, 60%

### INTERMEDIATE 2006

Maharaja Agrasen Model School, New Delhi, (CBSE), with 69%

### MARTICULATION 2004

Maharaja Agrasen Model School, New Delhi, (CBSE), with 76%

## EXTRA CURRICULAR ACCOLADES

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- Represented school in Bournvita quiz competition in national level
- Credential of being captain for badminton team
- Elected as a prefect for discipline in charge
- Won HR Intra college fest.
- Won PESIT inter college fest.
- Won debate seminar in marketing.
- Silver medalist in HR department by collage

## PERSONAL TRAIT

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- Strong logical and analytic skills.
- Unmatchable communication skills in verbal and written both.
- Ability to produce quality result in pressure situations.
- Ability to work in group environment.

## WORKING EXPERIENCE

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### Worked as a Client servicing for Associated Advertising - (1year)/ 2013-2014

- Working as a Client servicing (Advertising) for General Motors and handling ATL and BTL Activities for the Karnataka region for the past 1year
- Research work for Vedanta Developers & Wipro for past 1year.
- Wipro –Internal communication
- Competitor tracking for General Motors through newspaper advertisement.

### Worked as a Digital Marketing Executive - Fleming Gulf- (1.5 Years)/2014-2016

- Lead a team of online marketing executives, SEO executives, content writers and creative designers to provide cross platform digital marketing solution to 45 events and 400 training & conferences across life sciences, real estate and trade & general sectors.
- Introduce PPC, Social Media and latest in Digital Marketing to Marketing Managers and Executives and train them.
- Help to create marketing content for use of SEO and online marketing.
- Set up, monitor and analyze paid and organic campaigns, strategies and performance data in order to suggest improvements to increase the campaigns' return on investment.
- Analyze and create SEO strategies and digital marketing solutions that lead to successful implementation of Social Media marketing activities
- Creating and developing the right relative social content relevant to each event's requirement and objective.

- Optimising copy and landing pages for online ad campaigns
- Tracking Conversion and making improvements to websites and campaigns.
- Responsible for planning and budgetary control of all digital marketing campaigns.
- Responsible for customer research and competitor analysis through search trend analysis.
- Stay ahead of the curve on social media developments, technologies and tools and help identify key new opportunities.
- Work with IT, Creative and content stakeholders to develop, implement and test requirements necessary to execute key social and digital initiatives.
- Manage PPC campaigns across several different events
- Manage and Optimize CPC, Bids and Quality Score on Search and Content Network campaigns
- Creating different multimedia banners and campaigns on Google Adwords.
- Responsible for on-page and off-page SEO for the English language.
- Keyword Research and Keyword Analysis in coordination with Marketing Manager's needs.
- Weekly & Monthly reporting on performance and Daily optimization of accounts for continual improvement

### **Projects Done**

- MENA HR In Financial Services- Dubai (UAE)
- 3<sup>rd</sup> LatAm HR In Energy - Rio (Brazil)
- Smart Healthcare Technology Summit- Dubai (UAE)
- The Drug & Pharma Manufacturing Summit - Mumbai (India)
- Africa Digital Security- (Johannesburg)

### **Worked as a Senior Digital Marketing Analyst at IT TrailBlazers- (2016-2018)**

- Research and Analyze mobile market, email marketing and SEO engines for Recruitment staff based out in US.
- Conduct due intelligence and report on competitor strategies.
- Establish market industry dashboards.
- Conduct gap analysis and analyze market entry opportunities.
- Creating Pay per click campaign (PPC) for the IT Solution industry.
- Promoting the product in Social media platform like (LinkedIn and Facebook ) only organic ads.

### **Worked as a Senior Campaign Analyst at Indegene Pvt. Ltd (Pfizer by product)- (2018)/ 6 months**

- Worked with top client (Pfizer) as a content marketer and creating collaterals for European and AFMA market.
- Creating Emailer, RTE(Rep –triggered mailer), Broachers, I –Rep for European and Middle east market.
- Understanding the client requirement and giving them feedback and creating the collateral.
- Creating social media campaign for client requirement – Middle east market.
- Handling Brands like – Lipitor, Norvasc and Amlor (major revenue generating for pfizer )

## Working as a Digital Marketing Manager at Graebert India Software –Left due to corona/ Noida

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- Handling PAN India Digital Marketing platform for Graebert.
- Doing Social media Promotions and Localization for company.
- Handling website both Off page and On page/ SEO.
- Writing down the articles and blogs for the CAD Software.
- Branding and remarketing.
- Handling creative team and rolling out Brochures/EDM and News letter for the company.
- Assisting German social media team too

### Certification

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- Google –Fundamental of Digital Marketing Certification
- Hubspot Social Marketing

### Extra Efforts

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- Admin of Fanpage: Bangalore one vijay fanpage
- Admin of: Filmyladki ( Facebook)
- Blog writer: [its\\_shreya\\_basnet@blogspot.com](mailto:its_shreya_basnet@blogspot.com)
- Quora: 100+ followers

### DECLARATION

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I hereby declare that the information furnished above is true to the best of my knowledge.

Place: New Delhi

12-09-2020