#### BENI MADHAB RAY

#### Email: [beni.bangalore@gmail.com](mailto:beni.bangalore@gmail.com)

#### Ph: +91-9986650836

**OBJECTIVE: -**

Intend to build a career in the field of Marketing, in which my acquired expertise, talents and commitment to excel will have valuable application towards the job and which will assist me to add value to the organization.

**WORK EXPERIENCE: -**

***Marketing Manager at Simplilearn Solutions Pvt. Ltd. Bangalore(December 2014 to Present)***

* Handle techno commercial role of a marketer / product manager.
* Process owner for Email Marketing, Consumer Engagement, Marketing Automation & Revenue tracking.
* Act as a product coordinator to created design and flowchart of a complete database management tool and successfully developed the product and enhance it into automation level.
* Launched several customer activation, loyalty and retention programs.
* Created segmentation strategies (using KPI’s and measurable metrics), A/B testing of content, images, subject lines and offers which drove higher open and click-through rates.
* Increased monthly revenue by a healthy 45% in a span of 6 months.
* Introduced a new channel - Media Buying, and collaborated with certifying bodies like PMI, PEOPLECERT, IIBA and Job portals like Naukri, Monster etc. The campaigns helped in increasing the brand awareness and hence the revenue of the company.
* Actively monitoring the database team for maintaining few million databases, create the report of the database & accordingly plan next project of Campaign.
* Coordinating with the sales team and category team to understand their expectation in terms of Quality and Quantity.
* Coordination with the database vendor like D&B, OneSource & the tool vendors like Experion, Netcore, Benchmark, Sengrid, MailChimp, Epsilon, Marketo, Oracle Responsys.
* Based on the report received from Analyst team & SSO team, analyses the same and update the team on regular basis
* Researching & evaluating new technologies to keep the company at the forefront of developments in digital marketing
* Coordinating with the Lead Audit team to understand the nature and trend of the leads in terms of closure/ROI
* Planning the templates layout & landing pages, sharing the same with the content team and Design team to get the final design for Email Marketing project, along with Drip marketing and Webinar Mailer invitation, Newsletter

***Assistant Email Marketing Manager*** *at****Greytip Software PVT. LTD., Bangalore; (July 2012 to December 2014)***

* Finding Decision makers using Social Networking websites like LinkedIn and database directories like Jigsaw, Hoovers, Zoom info etc.,
* Planning & Execution of end-to-end Email marketing campaigns; Lead Nurturing and distribution of marketing materials like Press releases, Case studies, Newsletters and Product updates
* Driving appropriate traffic to landing pages and websites by implementing inorganic lead generation campaigns through content marketing across a variety of channels
* Social Media Marketing; Managing LinkedIn ad's, Google Ad words and PPC Campaigns
* Optimize spend and performance based on insights (Google Analytics)
* Webinars/Event Management; Event Calendars and Pre & Post Event activities
* Managing Customer Relationship; Communicating about product updates, Seasonal Greeting and updating customer databases regularly.
* CRM Admin, Training, data verification and setup follow-ups & reminders to sales team
* Research on competitor Pricing and subscription models.
* Gather feedback from inside sales team on quality and progress of prospects & fine tune campaigns accordingly

***Marketing Specialist at Emantras Interactive Technology, Bangalore; (October 2011 to June 2012)***

* Key Areas: Business Development, Key Account Management, Client Relationship.
* Market research (Both primary and secondary) for getting effective data for marketing activities.
* Collecting Data from third Party Data sources like LinkedIn, Xing, etc.
* Identifying the potential clients by making cold call Email communication.
* Managing & Liaison with key customer accounts for continued sales relationships.
* Responsible for giving constant feedback of competition in the market.
* Efforts towards self-development through training and observational training.
* Daily work reporting using Sales Force.

***Business Specialist - Small Office Big Opportunities (SOBO) at Staples Future India Pvt. Ltd, Bangalore (March2011 to October 2011)***

Promotions and Branding, Corporate communication, Maintaining Corporate Image of Company, Handling Rewards Program, Enrollment of SME's to Staples Rewards Program – SOBO, Promotional Program Designing and Execution, Contributing and analyzing retail profit ratio.

**OutboundSales**: - Handling the total sales cycle, Vendor co-ordination, Manage purchases of the department, New vendor registration and management, Sourcing customer database for the company, Monitoring 4P's for the print centre.

**ACADEMICS: -**

* Post Graduate Diploma in Business Management from EDII, Ahmedabad
* Completed B.E. (Computer Science & Engineering) from SRI SIDDHARTHA INSTITUTE OF TECHNOLOGY.
* Passed Class XII from BURDWAN TOWN SCHOOL.
* Passed Class X from ADRAHATI B.S.S. NIKETAN.

**ACHIEVEMENTS: -**

* Awarded “**ALL SPARK Outstanding Transformer” – April – June 2016** for significant contributions for value creation in developing *Automated Database Management Tool*.
* Awarded “**THE OPTIMUS PRIME” – October 2015 – March2016**for significant contributions for streamling the process setup.
* Considered as “**Best Performer**” from setting up Email Marketing process.

**PERSONNAL PROFILE: -**

* **Languages known**: English, Hindi, Bengali
* **Nationality**: Indian
* **Current address**: Bangalore