

LOREM IPSUM

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Job Objective

Seeking assignments in Online Marketing / Product Management / Web Analytics with an organization of repute preferably in e-commerce industry

Profile Summary

- An astute professional with over 9 years of rich experience in:
 - Strategic Planning
 - Marketing Communication
 - Price Management
 - Online Marketing
 - Consulting
 - Competitor Analysis
 - Budgetary Control
 - Product Management
 - Brand Management
- Hands on experience in charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms
- Expertise in online sales of Search Engines, Web Marketing, Search Engine Optimization, Web Promotion, Internet Sales Operation, Website Management and Internet Communications
- Deft in monitoring banner management, web section administration, domain name & hosting management, online form tracking, system support and online campaign management
- Possess excellent interpersonal, communication and organizational skills with proven abilities in team management, customer relationship management and planning

Core Competencies

- Developing marketing strategies to build consumer preference and drive volumes
- Evaluating marketing budgets periodically including manpower planning initiatives & ensuring adherence to planned expenses
- Providing direction to execute promotions / launches as part of brand building & market development effort
- Conceptualizing and implementing competent strategies with a view to penetrate new accounts and expand existing ones for a wide range of services
- Managing teams for Internet Sales of products, looking after all aspects of Internet sales operation, Website management and internet communications
- Handling the web pages & development, online form creation, database setup, email campaign & list management, web metrics tracking, analytics, etc.
- Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve
- Leading, training and motivating teams ensuring their career development and positive contribution to the company

SEO Skills

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|------------------------------|------------------------------|------------------------------------|
| • Search Engine Optimization | • Online Lead Generation | • Online Link Directory Submission |
| • Meta Tags Optimization | • Website Analysis | • Link Exchange |
| • Sitemap Creations | • Keywords Research | • E-Mail Marketing |
| • Forum Postings | • Instant Traffic Generation | • Building Web pages |
| • Blogs Creation & Promotion | • Ranking Reports | • Google Ad Sense Set-up |
| • Social Media Optimization | • Press Release Submissions | • PPC Campaign Management |

Employment Details

Nov'09 – till date: Indiamart Intermesh Ltd., NOIDA

Key Result Areas

- Efficiently managing B2B product activities including business, revenue, data, sales & online marketing
- Heading the team of Designers, Developers, Sales, SEOs & Content Writers
- Effectively handling promotion of products for different search engines
- Responsible for social media optimization for product such as working on Twitter, Facebook, LinkedIn, Identi.ca etc.
- Performing ad-sense optimization to increase the ad-sense revenue of the product
- Accountable for of online package sales

Jun'06 - Oct'09: Comet Conversion, Noida as Project Manager

Key Result Areas

- Responsible to promote website on different search engine like as Google, Yahoo, MSN, Altavista, etc.
- Effectively handling promotion of products for different search engines