

# Manisha Bajaj

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## PROFESSIONAL EXPERIENCE

Marketing professional with 4+ years of experience. Skilled in Campaign Management, Marketing Management, Marketing Automation, Collaterals Management, Vendor Management, Data Analysis. Excellent organizational skills, with expertise in handling multiple projects efficiently and on deadline. Strong interpersonal skills and extensive client-facing experience.

### Campaign Manager (For Google), Continuum Global

(Dec, 2017 – Present)

- Implementing, optimizing and managing digital advertising campaigns for large clients and ensuring **Quality deployments** of emails and client satisfaction.
- Develop an understanding of products and tools, and gather and analyze data at an account, campaign and industry level.
- Collaborating with **Google Partnership** groups in order to provide the support required for the better end results.
- Planning and execution of campaigns using a cross-channel approach, owning the process from start to finish, including cloning, built-up, testing, execution, and performance analysis.
- People management by having **strategic discussion** meetings with the production team along with the Quality analysts.
- Understanding the target audience to suggest some interactive, beneficial & engaging email design ideas.
- Hands on experience on development/marketing tools like **Gamma, Delta, Buganizer, Redwood and other email creative tools for Google products and its promotions.**
- Evaluate the performance of e-mail sends, segmentation performance, CTR, open rate and provide executable recommendations to the client to improve future email performance.
- Working with clients like: **YouTube, Google Play, Google Ads, Pixel, Google News, Privacy Policy** etc.

### Marketing Associate, CashKaro.com

(Sep, 2016 – Nov, 2017)

- Worked on planning, managing and monitoring growth through building campaigns for customers, monitoring and optimizing the performance of the campaigns to work towards increasing revenue.
- **Coordinated with ESPs** (have worked with **Kenscio, Responsys and Marketo**) to execute the plan.
- Worked on selecting key offers to **Increase Revenue** through different Marketing Channels.
- Managed Trigger Email Campaigns, **Dynamic Campaigns**, Programs, RTP, **Whiteboard Automation.**
- Achieved targets by segmenting the database and implementing the **re-marketing strategies.**
- Performed **MVT Testing & A/B Testing** on various email campaigns.
- Evaluated email campaign performance against established metrics & suggested improvements.
- Managed social media campaigns to improve Brand connect.
- Worked with founders and managed email marketing/CRM campaigns to acquire new customers by running new campaigns across channels.

### Marketing Executive, ThinkLink Supply Chain Services Pvt Ltd.

(July, 2014 – August, 2016)

- **Ideation and Designing** (Photoshop) of all marketing collaterals used in Events and in Customer Development.
- **Content Development** and **Content Management** of all **Go to Market Collaterals and Corporate Presentation** for the Consulting and the Learning business.
- **On-the-Ground Execution, Assets Management** and **Vendor Management** for major marketing events including **India Warehousing Show 2015** (saw a footfall of 3000 people over 3 days – Budget: 4L) and **CeMAT 2015** (saw a footfall of 2500 people over 3 days – Budget: 8L).
- **Successfully initiated** and **coordinated** the marketing activities for **Forklift operator of the Year** event, first of its kind in India, which saw PAN India participation from 65 companies and managed a marketing budget of 1.5L.
- **Managed Facebook / LinkedIn** profiles and running social media campaigns to improve Brand connect.
- Awarded the **"Pat on the Back"** award for exceptional performance during IWS.

- **Business Development for Learning Services Project (6 Months)**

- Established **Brand Connect** with students in Social Media through regular content management and student engagement.
- **Data management** through ERP and analysis based on Lead Source and channel.
- **Sales owner** for Delhi NCR location with responsibility of ensuring team targets are met.
- Awarded the "**Pat on the Back**" award for successfully meeting sales target.

## INTERNSHIPS

### I. Redington India Ltd.

(April, 2012 – June, 2012)

- **Redington** - Analyzed the performance of Redington and understood the satisfaction level of channel partners. Presented before the top management the findings and suggested improvements to increase the Channel performance.
- **IBM** - Identified and understood customer's problems and analyzed the key factors affecting sale of IBM products. Suggested improvements to minimize customer complaints.

### II. SBI Mutual Funds

(June, 2010 – August, 2010)

- Detailed study of SBI Mutual Funds and prepared a project report on profitable Mutual Funds Schemes for customers.

## EDUCATION

- MBA, FBS(Pondicherry University), Delhi, 2013
- BBA, DAVIM, IP University, Delhi, 2011
- HSC - CBSE Board, 2008
- SSC - CBSE Board, 2006

## ACHIEVEMENTS/ SKILLS

- Part of the organizing committee for the event "Walk for Life" for 'Can Support'-an NGO in aid of cancer patients in New Delhi
- Part of the core committee and have organized Annual fest and Alumni Meet during Post-Graduation
- Awarded the certificate of excellence in holistic management (JAI HO!) and (UNNATI 2011) during graduation (BBA) for achieving distinction in academics

## PERSONAL DETAILS

- Date of Birth : 9th September 1990
- Nationality : Indian
- Languages Known : Hindi, English
- Hobbies – Singing, Reading, Cooking