



Profile

- Overall **8 years of marketing professional experience** with a proven track record of success in developing and executing marketing campaigns that drive results
- **MBA in Operations and Marketing**
- Strong understanding of traditional and **digital marketing strategies**, with a focus on social media, content marketing, and search engine optimization
- Proven ability to work independently and as part of a team to achieve common goals
- Excellent communication and interpersonal skills.

Experience Summary

SENIOR BUSINESS CONSULTANT

Buck Softech Private Limited

(Nov 2017 - July 2023)

Work Profile

- Maintained relationships with clients in the technology industry and conducted follow-up calls to ensure customer satisfaction
- Managed client data in a CRM system and maintained cold call records.
- Planned marketing strategy and executed marketing events for clients, such as trade shows, webinars, and customer appreciation events
- Developed and implemented marketing strategies for clients, such as social media campaigns, content marketing initiatives, and search engine optimization (SEO) campaigns
- Managed traditional marketing channels for clients, such as print advertising, television advertising and direct mail
- Created and executed marketing and promotional campaigns, such as email marketing campaigns, social media contests, and in-store promotions
- Executed Branding and promotion for the organization to both internal and external audiences through the use of website content, social media posts, and public relations activities
- Maintained relationships with ATL and BTL agencies to ensure that marketing campaigns were executed effectively and efficiently
- Optimized social media profiles for increased visibility and engagement for clients in the technology industry

Key Skills

- Digital Marketing
- Traditional Marketing
- Social Media Marketing
- Sales Leadership
- Customer service orientation
- Analytical Skill

Core Competencies

- Familiarity with all aspects of supplier relationship management.
- Ability to cope with dynamic market conditions and develop proper coordination accordingly.
- Ability to work in high-stress environments and to make complex decisions.

Education

- **PG Diploma in Rural Development from Aisect University, Jharkhand, 2020-2021**
- **PGDM from International Management Institute, Bhubaneswar, 2017**
- Bachelor of Engineering, Vinayaka Missions University, Chennai, 2012

Languages Known

- English, Hindi
- Bengali, Oriya, Punjabi

- Submitted videos to top video sharing sites and optimized them for search engine results, resulting in increased views and engagement
- Created and managed Facebook pages for clients and used Facebook insights to track performance, resulting in increased likes, impressions, and engagement
- Managed a team of digital marketing professionals and developed and executed marketing campaigns across multiple social media platforms
- Analyzed competitor social media profiles to identify opportunities for improvement and implemented changes that resulted in increased website traffic and social media followers

Achievements

- Certified Fundamental of Adword by Google
- NISM Mutual Fund Distributor Exam Certified
- Certified Digital Marketing Specialist Digital Kora
- Six Sigma Green Belt Certified
- Runner up for the Summer Internship in Tata Motors
- Able to get the crowd in college events during “Phronesis” and “Sparx” and arranged sponsorship from Allahabad bank

MANAGEMENT TRAINEE

Toyota Tsusho Insurance Broker India Pvt Ltd. (April 2017 to August 2017)

Highlights

- Excelled in B2B sales, consistently meeting targets and achieving business objectives.
- Established and nurtured client relationships through strategic cold calling, email marketing, and social media outreach, resulting in a 20% increase in qualified leads.
- Maintained accurate client data in CRM, enabling seamless collaboration between sales and marketing teams for effective campaign execution.

SUMMER INTERNSHIP

Tata Motors. [TMA department] (April 2016 to June 2016)

Highlights

- Enhanced resale value of Tata Motors vehicles in Odisha, fostering business growth by an additional 14 lakhs and generating 10 leads resulting in dealership profit.
- Successfully influenced 77 brokers, visited 43 travel agencies, and engaged with 5 driving institutes to shift their preference towards Tata Motors, contributing to increased sales and market presence.

SALES ASSISTANT MANAGER

Buck Softech Private Limited (December 2012 to January 2015)

Highlights

- Proactively established and nurtured client relationships via cold calling, email marketing, and social media outreach.
- Boosted qualified leads by 20% through effective cold calling and email marketing strategies, while maintaining accurate client data in CRM for seamless collaboration between sales and marketing teams.