

Client Name

Digital Marketing Executive

Demonstrated solid expertise in generating revenues and driving profitable growth for top-tier clientele, including RoyalEnfield India, NRB Bearings, and UB Engineering Works.

Qualifications Summary

- Competent ability to accelerate new business growth, elevate brand awareness/recognition, mentor next-generation talent, and curate impactful experiences for clients, prospects, partners, and associated people.
- Aptitude for leading social media marketing on digital platforms, such as FB, Instagram, and LinkedIn.
- Retains strong talent for driving innovation across marketing integrations, online marketing, business consulting, chat/web bots, digital transformation activities, and digital PR.
- Capacity to deliver engaging presentations and cultivate positive client/executive-level relationships.

Areas of Expertise

- Digital Marketing Management
- Communications Management
- Brand Awareness & Positioning
- Storytelling, Full-funnel Marketing
- Social Media Management
- Event Planning & Delivery
- Content Marketing
- Campaign Management
- Advertisement Programs

Career Experience

Sahyadri Healthcares Pvt LTD, Location
Sr. Digital Marketing Executive

2020 – 2021

Execute lead generation and brand-building Initiatives within B2C and B2B domains for multiple specialties group-wide across all cities. Oversee technical aspects of digital and programmatic advertising to achieve targeted growth goals. Manage several campaigns for performance marketing by expertly leveraging Google AdWords, Google Analytics, Pay-per-Click, DV360, Facebook Ads, and Instagram ads manager worth INR 1M respectively to produce excellent results with over 50K leads.

- Elevated website traffic from 15K to 100K within a year by administering websites and portals for hospitals and associated subsidiaries.
- Grew YouTube channel subscribers from 20K to 300K by devising ideas for the content video, text, and images.
- Facilitated the sales team in improving B2B/B2C digital marketing and branding initiatives performance through a combination of problem-solving and decision-making approaches.

Blue Crest Industries, Location
Business Development Manager

2017 – 2019

Delivered marketing solutions for brand visibility and promotion across various platforms encompassing Radio, TV, Print, Digital, and OOH. Steered the planning and execution of marketing campaigns for corporate and local clients.

- Ensured optimal campaign progress within desired costs and agreed timelines by closely collaborating with the creative team and vendors.

Leadership Experience

Indian Institute of Cost & Management & Research Pune. – Academic Associate (Part-time), 2018 - 2020

- Taught two subjects, including integrated marketing communications and B2B marketing for the first/second year.
- Provided marketing and advertising assistance on the institute's profile on social media platforms.

Indian Institute of Cost & Management & Research Pune. – Placement Officer (Part-time), 2018 – 2020

- Organised placement visits as advised by the placements, projects, and placement operations manager.
- Supported the development of relationships with graduate employers, whilst bringing all aspects of the BBA & MBA placements in line with quality assurance requirements.

Education & Credentials

MSc Marketing & Brand Management, Stirling Management School - University of Stirling, Stirling, UK, 2021 - 2022

Concentrations: *Strategic Marketing | Marketing Communications & Consumers | Data Analysis Techniques | Brand Marketing | Digital Marketing | Sports Marketing | Multi-Channel & Retail Marketing.*

MBA - University Department of Management Sciences, Dr. Babasaheb Ambedkar Marathwada University, India, 2015 - 2017

Concentrations: *Strategic Analysis | Consumer Behaviour | Industrial Marketing | Sales & Distribution Management | Brand Management | Financial Management | Research Methodology | Digital Marketing | Production & Operation Management*

BSc Biochemistry - Rashtriya Mahavidyalaya College of Sciences, Dr. Babasaheb Ambedkar Marathwada University – India

Concentrations: *Chemistry | Botany | Zoology*

Publications: *Research Paper Titled "Impact of Digital Marketing & its challenges" has been published in the international journal of science and Research. (ART20193834).*

Career Pro Guide