

AARYAN JAIN

Marketing Manager

Detail-oriented, accomplished professional with 3 years of demonstrated track record of orchestrating impactful strategies that drive brand growth and innovation. Adept at conceptualizing and executing integrated marketing initiatives that resonate with target audiences, enhance brand visibility, and propel revenue growth. Proven expertise in creating compelling brand identities, leading cross-functional teams, and successfully launching products into competitive markets. With a keen eye for market trends and consumer behaviour, leveraging data-driven insights to inform strategic decisions and optimize campaigns. Recognized for my ability to translate market insights into actionable strategies, committed to fostering brand excellence, forging valuable partnerships, and steering product evolution in alignment with customer preferences. A visionary leader with a passion for driving business success through creative thinking, collaboration and a deep understanding of market dynamics.



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AREAS OF EXPERTISE

Marketing Strategy

Campaign Management

Cross-Functional Collaboration

Brand Development

Brand Awareness

Social Media Marketing

Data Analysis

Market Research

Digital Marketing

Content Creation

Lead Generation

Product Launch

Customer Engagement

ROI Optimization

Budget Management

Project Management

Market Trends

Analytics and Metrics

Competitive Analysis

CRM (Customer Relationship Management)

Growth Strategies

Sales Funnel Management

Influencer Marketing

Campaign Analysis

SEO and SEM



CERTIFICATIONS

Brand Management: Aligning Business, Brand and Behaviour
University Of London

Lean Six Sigma (Green Belt) – Benchmark Six Sigma

Digital Marketing

Excellence In Continuous Improvement Leadership

Lean Six Sigma (Yellow Belt) – Benchmark Six Sigma

Advanced Excel



WORK EXPERIENCE

Marketing Lead SuperDNA 3D Lab

11/2022 - Present

Achievements/Tasks

- Responsible for conducting comprehensive data analysis to assess the efficacy of marketing campaigns, delineating successful initiatives from those that underperformed and dissecting causative factors.
- Employing strategic client communication to glean nuanced insights into their objectives and requirements, fostering robust partnerships.
- Involved in meticulous industry research and competitor analysis to proactively identify potential customers, yielding informed targeting strategies.
- Formulating judicious pricing models for products and services through astute evaluation of market dynamics and competitive positioning.
- Undertaking extensive market research, scrutinizing industries, products, competitors, and regulatory landscapes, consequently unearthing avenues for strategic expansion.
- Leveraging existing client databases to identify promising leads, initiating purposeful outreach to present pertinent product or service information.
- Devising comprehensive marketing plans, encompassing the creation of well-structured advertising budgets and meticulous implementation timelines.
- Proactively identifying and engaging potential clients, effectively establishing initial connections and fostering the genesis of new business prospects.
- Cultivating enduring relationships with existing clients, ensuring their contentment with products or services and engendering brand loyalty.

ACHIEVEMENTS: Orchestrated the development and design of a user-centric 3D modelling services website, optimizing content and aesthetics to enhance user experience. || Innovated the marketing strategy for two distinct 3D modelling software tools, resulting in engaging collaterals for sales and social media. || Conducted in-depth case studies and market research for renowned brands like Nike and Wayfair, providing valuable insights for informed decision-making. || Elevated social media presence by overseeing and managing the company's 6 accounts across platforms including Facebook, Instagram, LinkedIn, Twitter, Pinterest, and YouTube. Achieved remarkable organic growth, boosting LinkedIn followers by over 2000. || Drove creativity by conceptualizing and designing captivating visuals for social media platforms and sales materials. Additionally, contributed to generating compelling blog topics for the company's website.



WORK EXPERIENCE

Product Marketing Executive Honeywell Connection

02/2021 - 10/2022

Achievements/Tasks

- Developed and executed product marketing strategies to drive the successful launch and ongoing promotion of products in alignment with business objectives.
- Conducted thorough market research to identify customer needs, market trends, competitive landscape, and opportunities for product differentiation.
- Defined clear and compelling product positioning and messaging that resonates with target audiences and effectively communicates the value proposition.
- Collaborated with cross-functional teams to create comprehensive GTM plans that encompass product features, target audience, marketing channels, and sales enablement strategies.
- Produced high-quality marketing collateral such as product guides, sales presentations, case studies, and videos to educate customers and support the sales process.
- Equipped the sales team with the necessary tools and materials to effectively communicate product value and benefits to prospects, thereby facilitating the sales process.
- Identified and segmented target customer groups based on demographics, behavior, and needs to tailor marketing efforts accordingly.

ACHIEVEMENTS : Spearheaded the successful launch of the Air Purifier Category, collaborating closely with vendors and suppliers. Managed end-to-end aspects including certifications, PRDs, pricing, content creation, marketing collateral, and sales materials. || Played a pivotal role in introducing the New Audio Category, driving its inception from vendor selection to launch, did all the certifications, came up with the idea of the tagline "The Art of Audio", Developed comprehensive PRDs, pricing strategies, and marketing content, leading to effective sales collateral and creatives.

Relationship Manager Magicbricks.com

01/2020 - 12/2020

Achievements/Tasks

- Established and nurtured strong relationships with clients, understanding their needs, and serving as their primary point of contact.
- Regularly communicated with clients to provide updates, address concerns, and offer solutions to their challenges.
- Provided expert financial advice and recommendations to clients, considering their individual circumstances and market conditions.
- Evaluated and managed potential risks associated with clients' investment decisions; suggesting appropriate risk mitigation strategies.
- Built and maintained a strong network of industry contacts, potential clients, and partners to expand business opportunities.



INTERSHIPS

■ Sales and Marketing Intern (2019)

Godrej & Boyce

■ Business Development Intern (2018)

Special Persona



EDUCATION

Post Graduate Diploma in Management

IILM Graduate School of Management(Greater Noida)

2018 - 2020

Bachelors in Business Administration

Pt. Deen Dayal Upadhyay Management College(Meerut)

2015 - 2018

12th Standard (CBSE Board)

St. Xavier's Sr. Sec. School(Jaipur)

2014 - 2015

10th Standard (CBSE Board)

St. Xavier's Sr. Sec. School(Jaipur)

2012 - 2013



CORE COMPETENCIES

Excellent communication skill

Analytical

Attention-to-detail

Problem-solving

Decision-making

Negotiation