


Aman Chauhan

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Summary

Dedicated marketing professional with excellent communication skills and an eye for detail seeking a challenging role in a reputable organization. Flexible to work in any environment and eager to utilize my skills, knowledge, and expertise to drive growth and success.

Experience

Assistant Marketing Manager

Vulture Innovation Pvt Ltd

Jun 2022 - Present (1 year)

- Conceptualized and executed successful BTL activities, resulting in a 50% increase in lead generation and revenue.
- Developed and managed SEO-optimized product and marketing copy, as well as social media posts, to boost brand awareness and engagement.
- Conducted market research and collaborated with sales teams to target new cities in India and establish a wider reach among target audiences.
- Managed integrated lead generation activities across multiple channels, including website, social media, keyword search, and email marketing.
- Delivered outstanding results by establishing and achieving quarterly lead forecasts with sales, marketing, and management, resulting in a 75% increase in sales.

Marketing Executive & Project Coordinator

Kirat Plastics Pvt. Ltd.

Jul 2021 - Jun 2022 (1 year)

- Increased customer base through new client origination, contact database management, and customer surveys by 30%.
- Successfully managed large corporate accounts such as Nokia, Luminous, Pernod Recard, Gateway Rail India, Godrej, and APM Terminal.
- Executed multiple projects within the timeline through detailed follow-up and coordination with internal teams and departments, resulting in a 60%-70% increase in productivity.
- Completed innovative projects such as Nestainer Development for battery lead storage solution, Nestainer Development for various box sizes storage solution, and Nestainer Development for movement and storage solution for BOP from suppliers, delivering them within deadlines and achieving significant cost savings for clients.

Management Intern

Kirat Plastics Pvt. Ltd.

Jan 2021 - Jul 2021 (7 months)

- Revamped the entire corporate website, improving the quality and increasing the number of visitors.

- Received responsibilities for multiple regions due to excellent performance and display of relevant marketing and industry-related expertise.



Supply Chain Executive

LG Electronics

Jan 2016 - Dec 2018 (3 years)

- Implemented, developed and maintained inventory control policies and Procedures with team
- Kept careful track of inventory via database systems & anticipated inventory needs when ordering.



Marketing Intern

TopInfopedia

Nov 2020 - Dec 2020 (2 months)

- Monitored & compiled data about trends on different platforms.
- Make strategies for increasing reach of the page by promoting campaigns & providing ideas for posts.



Marketing Intern

PMC Marketing & Advertisement Solutions

Nov 2020 - Jan 2021 (3 months)

- Assisted in market analysis to gain insight on competition pricing & consumer data.
- Designed marketing material & targeted potential customers.
- Maintained social media presence of company pages on different platforms.

Education



World College of Technology & Management, Farukh Nagar-Haley Mandi Road, Gurgaon

MBA, Marketing & International Business

2018 - 2020



Chhatrapati Shahu Ji Maharaj University

BSC, Physics & Mathematics

2015 - 2018

Licenses & Certifications



Foundation of Digital Marketing & E-Commerce - Coursera

<https://www.coursera.org/account/accomplishments/certificate/TEDXB5ZYN59K>

Skills

Social Media Marketing • Copywriting • Marketing • Marketing Strategy • Digital Marketing • Content Marketing • Canva • Adobe Premiere Pro • Strategic Communications • Below the Line Advertising