

# AMAN NIGAM

360° MARKETING MANAGER

IIM Sirmaur(2019-21)

Work Experience: **1.8 years+**

Aman is a 2021 MBA graduate from IIM Sirmaur specializing in Marketing holding approx. **2 years** of work experience in the corporate world. He has executed various Offline & Online Marketing projects revolving around **Startup Marketing, Content Marketing, Brand Management, Offline Advertisements, Digital Ads, In-App Marketing, Email Campaigns, Event Marketing & Product Marketing**. In his free time, he is also a part-time stand-up comedian and a content creator.

## EDUCATION

YEAR	DEGREE	INSTITUTE	Score
2019-21	MBA	IIM Sirmaur	5.85 CGPA
2016-19	B.Sc(Hons.)Mathematics	Delhi University	7.135 CGPA
2016	XIIth (CISCE Board)	UPKSSV	94.20%
2014	Xth (CISCE Board)	UPKSSV	91.00%

## WORK EXPERIENCE

### Assistant Marketing Manager - **JOBIZO (7 months+)**

- **Started the entire Marketing department** in the organization, led the projects in direct coordination with the **CEO**.
- Building **Annual Marketing Strategy & Budget Forecasting** documents and presenting to the **Investors & Chairmen**.
- Worked hand in hand with a **Digital Marketing Agency**- TZS Digital, Planning, Designing & Executing all the online & offline promotional **content** for Social Media, Ad Campaigns, Offline Events, Website, In-App Interface, etc.
- **Creative Head** for **Brochures, Website Content, In-App Creatives, Monthly Blogs, Youtube Videos, etc.**
- Tracking monthly **Engagement Rate** of all social media pages, suggesting & implementing strategies to improve it.
- Solely responsible for executing all Digital **Ad campaigns**, generating **leads**, optimizing ads as per the performance, designing content, and preparing post-completion monthly **Sales Funnel** with a monthly budget of **INR 80000+**.
- Planned, designed & executed **Email Campaigns** on a database of **250+ clients** using **Mailchimp & LeadSquared**.
- Planning various **Offline Ad Campaigns**(Auto Ads, Display Ads, etc.) across Delhi NCR with a budget of **INR 10 Lakh**.
- **Market Research**, Planning & Execution of Healthcare & HR-Tech **Offline Events & Exhibitions** to increase visibility.

Oct'22-  
Present

### Assistant Manager Sales & Marketing - **SAFEXPRESS PVT. LTD. (1.3 years+)**

- Handled a portfolio of **10+** business magazines, planning and executing advertisements/advertorials in them.
- Worked actively with a Freelance content writer to write engaging advertorials, guiding and reviewing at each step.
- **Market Research** about **PAN India Events, Expos & Trade Fairs** relevant to the company, and collaboration with Sales teams across PAN India for smooth execution of different marketing & networking activities at these events.
- **Social Media Promotion** of the company's in-house magazine "Fast-Track" over various social media platforms.
- Worked on a project to onboard **B2B marketplace** clients for their logistics requirements, market research over marketplaces of various products manufactured in PAN India & developed a database of 60+ marketplaces.
- **Lead Generation** and **Lead Conversion** of B2B Marketplace clients via cold calling and cold emailing.
- Relationship & Account Management of converted marketplace clients to ensure a smooth customer experience.

Jun'21-  
Sept'22

### Social Media Manager **INTERNSHIP - ANTHILL CREATIONS**

- Handled Social Media Accounts, **Content creation, ideation** & uploading according to the **Social Media Calendar**.

Apr'20 - Jun'20

## ACHIEVEMENTS

- Secured **Gold trophy** in The **Economic Times Human Capital Awards** under the category "**Startup Of The Year**" on behalf of the organization, led the project along with the CEO, built & presented the company's case study to the jury.
- Came up with the tagline for JOBIZO which got selected as the Brand's new Tagline "The Future Of Healthcare Hiring"

Jobizo  
(2023)

## LIVE PROJECTS & CERTIFICATIONS

- Fundamentals of **Digital Marketing- GOOGLE- Affiliate Marketing, SEO & SEM**, Paid Ads, Analytics, **Keyword Planning**, etc.
- Live Project based on **Market Research, Content Marketing, Search Engine Optimization, and Digital Marketing**-SkillHives
- **Academic Project** about market research for various hair shampoos to assess their market positioning in comparison to each other.

## EXTRA CURRICULAR ACTIVITIES

Acting/Public Speaking	<ul style="list-style-type: none"><li>• Made videos for <b>Youtube &amp; Instagram</b> on various Political, Social, and Fashion related topics requiring story-telling, communication, script-writing, acting, viral marketing, and video editing skills.</li><li>• Achieved over 70k+ organic views on a social video related to Men's rights on Instagram.</li></ul>	2020- Present
Influencer Marketing	<ul style="list-style-type: none"><li>• Worked as a <b>Fashion Influencer</b> on Instagram learned about <b>Influencer marketing</b>, and handled different Social Media pages related to Fashion &amp; Activism with over <b>2000 followers</b>.</li></ul>	2020