

AVINASH

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KNOWLEDGE DOMAIN

Marketing Professional with Experience in Creating Integrated Campaigns using Paid media, social media, email marketing, print media and influencers. Developing project specific promotion material like brochures, Video, animation, consumer research, developing and managing web content, product and process innovation, competitive analysis, Campaign Management

Have hands on experience in creating engaging messaging, driving website traffic, building brandawareness, and converting them. Led Teams of size 11 people across, Content, Designing and Customer support.

Key Responsibilities Handled as Marketing Head

- Execute integrated marketing campaigns to increase brand awareness, attract qualified leads and deepen client engagement.
- Complete take care of lead generation via google ads, fb ads, LinkedIn ads, Newspapers.
- Developing Marketing and pricing strategy for SAAS product as well as IT outsourcing services with all stakeholders.
- Collaborate on content development, production, distribution, and evaluation.
- Actively Pitching, Ideating, writing, creating concept notes and pitch decks
- Edit stories written in-house as well as by freelancers.
- Creating briefs for advertorials, articles, brochures, presentations, social media captions and microsites.
- Maintain website and other online assets.
- Track and report marketing performance reports.
- Ensure consistent and meaningful brand messaging across channels.
- Planning complete integrated marketing communications for Services and products.
- Plan, Budget, and Execute Branding and Other ROI Driven campaigns across channels.
- Achieve the annual business objectives regarding new client acquisition and CAC'S
- Drive the brand's digital asset plans. Work closely with in-House Digital Team and agency to create & execute the digital brand plans.
- Develop pricing and distribution strategies.
- Build and work with the brand's own team of creative professionals to deliver high performing creatives.
- Maintain an internal P&L of the brand and be responsible for the overall growth and performance of the brand
- Target Markets marketing communications devised for are India, Middle East, USA, UK, Singapore, Malaysia

Internet Marketing Skills

Google Ads, Bing & Analytics Certified Professional, Search Engine Marketing (SEM), Facebook Marketing, Web Analytics, LinkedIn Advertising, Keyword Research, Landing Page Research & Ideation.

Digital Profile Summary

- Drafting Strategies for Campaign for better ROI.
- Using Platform according to the Products, Services and Targeted Audience.
- Creating new accounts, keyword research, writing ad copy, placement research.
- Testing Campaign Search Ads and Display Ads, PLA, Display Ads, Remarketing Ads .
- Budget Management, Budget Allocation & Billing
- Tracking Conversions

SAAS Product & IT Services Marketing Summary

- Defining complete PLC
- Setting up strategies for product pricing, packaging and marketing online and offline with stakeholders like ceo.
- Handling CX team training and helping in client onboarding.
- Getting involved in sales calls for product and IT services sales.
- Budget Management, Budget Allocation & Billing
- Tracking Conversions

Academic Background

Program	Passing Year	Percentage
Integrated Marketing Communication (IIT Roorkee)	2023	79%
MBA Marketing (JKPS)	2011	3.6/4
B.tech (BIHER)	2008	78%

CAREER HIGHLIGHTS

Oct 2020 – Till Date

Marketing Head – Abacasys

In charge of planning and managing campaigns across all major online channels. Achieve Brand P/L and responsible for Services and Product New client Acquisition.

Setting up the marketing function from scratch - with the right people, process and tools.

Oversee all aspects of online marketing globally.

- 1) Digital: SEO, SEM, social and website**
- 2) Content**
- 3) Product marketing**
- 4) Branding**
- 5) Marketing ops**

Major Role: Martech tool

- ⇒ Robust Brand messaging of Marketing Automation Product online as well as offline.
- ⇒ Awareness and leads campaigns execution with different segments of buyers.
- ⇒ Drip email, whatsapp, sms campaigns execution.
- ⇒ Partners Campaigns ideation and execution online and offline to onboard partners for Martech tool.
- ⇒ Define KPI's for Martech tool partners onboarding success with sales team.
- ⇒ Training Onboarding team on Martech tool.
- ⇒ Creating Overall Process from leads till onboarding of Partners.
- ⇒ Aligning Team with stakeholders for Martech tool.
- ⇒ Achieve CAC'S for New Customer Acquisitions
- ⇒ Overseeing P/L of the Product side.

Major Role: Software Outsourcing Services

- ⇒ Devising campaigns on services. Awareness, Informative, Case studies.
- ⇒ Getting creatives, Blogs, Case studies done with content and creative teams.
- ⇒ Defining KPI's for Services campaigns
- ⇒ Drip Email Campaigns setup via Martech tool
- ⇒ Get Relevant Email Content developed from team w.r.t respective Technology campaigns.

Achievements(Major one's Only):

- ⇒ Kick off with Partners onboarding for New Martech tool using Digital Campaigns.
 - ⇒ Partners as well as new client acquisition for the Martech software Pan India
 - ⇒ Software Project Inquiries from Middle East and European Counties with value of more then USD 13,00,000.
 - ⇒ Generated Ample leads for Eastman Cast & Forge for their channel partners in 45 countries.
 - ⇒ 3x Sales of Intersolar in one quarter.
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Dec 2017 – August 2019

Digital Marketing Manager – FFAB (Ecommerce) Shopify

Oversee all aspects of online marketing globally.

- 1) Digital: SEO, SEM, social and website**
- 2) Content**

Role :

- ⇒ In charge of planning and managing campaigns across all major online channels. Achieve Brand P/L.
- ⇒ Plan and Execute campaigns on social channels to get maximum ROI.
- ⇒ Understand Seasonality with respect to products and change creatives, messaging accordingly to keep sales at 4x of Investment.
- ⇒ Co-ordinating with Agencies for Social media posts and reels.
- ⇒ Devising Complete drip marketing using kalviyo.
- ⇒ Maintain Shopify website and keep all sku's update to date with relevant descriptions and other requisite materials for a great customer experience.

Types Of Projects Worked On: Lead Generations , Facebook Likes, Engagement and Lead Campaigns, Ecommerce.

Platforms Worked On: Google Ads, Facebook, LinkedIn, Google Analytics.

Feb 2016 – Nov 2017

PPC Expert – Cyber Futuristic

- **In House Project:** Go4customer
- **In House Project:** Indianartideas
- **GST Services/Software :** GSTKEEPER
- **Pushpanjali:** Real Estate Client

Types Of Projects: Lead Generations.

Platforms Worked On: Google Adwords, Facebook, Google Analytics, Adroll.

Feb 2014 – Feb 2016

Senior PPC Executive - Techmagnate

Industry Verticals Worked On:

- Dabur – Shopping Campaign (Shopping Campaigns).
- Jindal Kitchen, Jindal Gifts, Jindal Architecture (5 Verticals)- Target Market India.
- Forging Vertical – Target Market India and Gulf Countries.
- Ayurveda Vertical – Target Market India.
- USA Campaigns – Variegated Verticals.
- Educational Vertical Campaigns – Target Market USA, UK, Gulf, Africa.
- Seo & Web design Campaigns – Target Market USA & India.

Types Of Projects Worked On: Lead Generations, PLA'S , Facebook Likes, Engagement and Lead Campaigns.

Platforms Worked On: Google Adwords, Bing Ads, Facebook, LinkedIn, Google Analytics.

Role:

- ⇒ Responsible for New PPC Account Structure Planning, Keywords Planning, Ad Groups Planning, Ad Copy, Campaign Type Planning and Execution.
- ⇒ Establish advertising campaign goals.
- ⇒ Creating Goals In analytics.
- ⇒ Continuously Optimizing Search , Display Campaigns to achieve desired Goals.
- ⇒ Provide with continuous review of Pay-Per-Click (PPC) campaigns and category keywords to direct qualified traffic to web site entry pages.
- ⇒ Deliver monthly/quarterly reports and other documentation of web site activity and performance Using Adwords and Analytics Data.
- ⇒ Keeping Updated Knowledge of Platforms Working on to Keep Accounts Optimum.

Aug 2013 – Feb 2014

Business Associate (Abaca systems pvt ltd)

Role:

- ⇒ Making improvements to website by adding content to existing website and optimizing keywords.
- ⇒ Strategies to drive online traffic to the company website.
- ⇒ Developing and managing digital marketing campaigns utilizing Adwords & Bing.
- ⇒ Maintaining & Optimizing Adwords Account of the company.
- ⇒ Making Ad copy & continuously Optimizing account.
- ⇒ Acquiring Customers through E-mail Campaigns & paid advertisement.

Sep 2011- May 2013

Sr. Business Development- (Sara SolutionsPvt Ltd)

Role: Sales

PERSONAL DETAILS

Date of Birth: 24nd Jan 1986

Fathers name- Mr J.P.N Singh

Permanent Address B.S City, Jharkhand.