

PROFESSIONAL SUMMARY

Experienced Marketing Manager with over two years of experience effectively managing marketing projects from conception to completion. Adept in using digital marketing platforms to increase overall company productivity. Experienced in preparing and overseeing online and print marketing campaigns, resulting in an increase in partner relations for the company. Adept in monitoring and reporting marketing objectives, to maintain necessary internal communications within the company. Pragmatic and result oriented, I am determined to build a market presence in the next company I join.

EDUCATION

Amity Business School, Noida

MBA in Marketing
2019-2021

Delhi University

BA (Hons.) History
2013-2016

St. Joseph's Convent High School, Patna

ISC
2011-2013

St. Joseph's Convent High School, Patna

ICSE
2001-2011

SKILLS

- Marketing Strategy
- Communication Skills
- Digital Marketing
- Team Leadership
- Brand Management
- Website Management
- Analytical Skills
- SEO
- SMO
- Market Research and Analysis
- Project Management
- Creativity and Innovation

CERTIFICATION

Indian Institute of Technology - Delhi

April 2023
[Digital Marketing](#)

PROJECT

Impact Of Digital Marketing in the FMCG Sector

- The paper highlights how the challenges in the FMCG sector can be resolved through Digital Marketing.
- The objective of the paper was to learn how internet portals impact purchasing behavior and decisions of the consumers with respect to the FMCG sector.

VOLUNTEER WORK

- iCFDR - [Bronze Level of Social Work Leadership Programme](#)
- Bhoori Foundation - Outreach programs, Educating animal care etc.

PROFESSIONAL EXPERIENCE

Marketing Manager

MaxVets | Aug 2022 - June 2023

- Developed and implemented a comprehensive marketing strategy that generated an increase in brand awareness.
- Crafted creative and compelling messaging that resonated with customers and drove sales.
- Developed and executed successful email marketing campaigns.
- Implemented innovative social media campaigns that increased the social media following significantly on various social media handles.
- Negotiated favorable terms with vendors for on-ground events and other campaigns resulting in effective cost savings.
- Led cross-functional teams to successfully launch new products and services.
- Analyzed customer data to identify key trends and inform marketing initiatives
- Developed an effective search engine optimization (SEO) strategy that improved organic search rankings.

Project Associate

Allan Lloyds | July 2021 - July 2022

- Responsible for marketing and sales activities for B2B conferences in the European and MENA regions.
- Developing marketing strategies and marketing plans for the assigned projects with clearly defined milestones and objectives, leading to the successful completion of projects within the allotted timeline.
- Established and maintained effective communication channels with stakeholders, leading to successful collaboration on projects.
- Identifying potential delegates ie., VPs, Directors, Heads, and CTOs of the relevant industries and getting them on board.
- Various industries catered to are Banking, Telecommunications, Pharmaceuticals, and IT industries. Some of the projects I was involved in:
 - 5th Annual Cyber Security Summit - Berlin
 - Future Global Network Development Summit - Barcelona
 - 2nd Annual Regulatory Affairs Summit - Vienna

EXTRA CURRICULAR ACTIVITIES

- Tarumitra - Vice president
- Inter School Swimming Competition - 2nd Runner up
- School Dramatic Society - Member
- Deshbandhu College - Class Representative
- Emceeding for workshops & events for IT Club & SAC, Amity University
- Report Writing for events at Amity University