

HIMANSHU BENGANI

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Professional Summary

A proficient marketing manager and enthusiast with proven expertise in growing B2C, B2B2C, eCommerce, SaaS and B2B businesses by 3 folds in less than a year. With 12 Years of collaborated experience in Content Creation, Marketing, Branding, Sales Enablement and Digital Marketing, I can be an asset for Tech Companies/Enterprises /Corporates looking for consistent growth (in and out), better visibility, higher ROI, brand identification, brand positioning, impactful online & offline presence and wide market recognition.

Experience

Freelance Marketing Manager

May 2022 to August 2023

Multiple - Remote

- Worked with known IT , SAAS and eCommerce Firms.
- Created, Implemented, Optimized Digital Marketing & Traditional Marketing Plans
- Created, Edited and Modified Sales Pitches, Proposals, and other Marketing Literatures.
- Worked closely with Sales Team, Tele Sales Team, Field Sales Team and provided them the hot leads.
- Worked closely with the development team to incorporate new methodologies, features in the clients' software or app product and in in-house products.
- Brought down CAC cost in IT firm by more than 80%.
- Increased revenue for eCommerce firm by more than 430% in 3 months
- Increased leads for IT firm by 267% in 08 Months.
- Increased revenue of SaaS firm by 83%, LTV of customer by more than 60% and conversions by 200%
- Did Branding for eCommerce Firm and helped them to position in the North Indian Market with market capture of 4.32% in the first month itself.
- Organized conferences, webinars, seminars, and e-Expos for IT firm and helped them network with 3 Unicorns who are now their tech partner, knowledge partner and overseas partner respectively.
- Build marketing team of SaaS firm and trained them for their respective job profiles.
- Open texas and florida market segment for IT firm and helped them gain cloud projects, ERP projects, CRM projects, and custom software development projects. Total 32 project in 03 months.
- Created marketing course for IT and eCommerce firm to help the team to understand and learn best marketing practice.
- Did PR Management, Media Management, and Influencer Marketing for eCommerce firm and assure they get better visibility and recognition.
- Attended Expos on Behalf of Firms and got them good network and business opportunities.
- Assisted IT firm in developing their ATL, BTL and TTL activities based on TAM, SAM & SOM methodology.
- Created SEO, SMO, Performance Marketing, Growth Marketing, Content Marketing and Email Marketing Roadmaps for all the three category firms.

Digital Marketing Project Manager

January 2020 to May 2022

Codeworks Consulting - Surat

- Grown their DM department almost from scratch
- Created processes, marketing material, training material, and user guides for in-house teams and clients
- Managed on-site, remote, and off-site teams (Total 28 Members).
- Worked as a bridge between the development and marketing teams to ensure proper communication and timely execution of assigned tasks.
- Grown their clientele by more than 6X in two years. (From 9 to 55).
- Did in-house marketing and increased wordpress web development projects by 82%, software development product by 37%, app development projects by 109% and mobile app development projects by 240%.
- Maintained 95% client retention, and 98% employee retention
- Served their client from different industry verticals, such - education, Healthcare, pharmaceuticals, IT, Retail, SaaS, eCommerce, Cosmetics, Real Estate and Manufacturers
- Ensured all the clients enjoy at least 2X success every year.
- Assisted, Mentored, Trained, Motivated and Guided the team to achieve their personal, organizational and

client's goals.

- Encouraged the company to introduce new services, like - programmatic ads, ORM, content marketing and event based marketing
- Created numerous opportunities for Up-selling
- Handled average marketing budget of \$7500
- Delivered favorable SEO/SEM results to the clients in around 03 Months.
- Created help documents for more than 45 marketing trap cases
- Introduced automated growth and performance marketing models.
- Helped company to raise their montly marketing charges by delivering clients consistent and beyond par growth.
- Upsold add on services like, One-Time-SEO, Tech-Audit & OTT Marketing to the clients.

Marketing Manager

July 2018 to December 2019

Simple2Trade - Surat

- Developed the in-house marketing team
- Create the processes for Online and Offline Marketing
- Established email automation for first reach, lead engagement, re-marketing and up-selling
- Analyzed and optimized their website from Search Engines perspective
- Improved SERP
- Made 20+ main keywords to rank on first three positions in SE listing
- Communicated and provided demo to both, leads in pipeline and converted ones
- Improved internal and external messaging of their product
- Grown their clientele 6X in 18 Months.

Sr. Digital Analyst

June 2016 to July 2018

Narola Infotech - Surat

- Helped the organization with effective Digital and Content Marketing strategy on 4 fronts - Establishment of their eCommerce Portal
- Development of Digital Marketing Department, Enhancing their Reach to European Market and Improvement of Technical Elements of their website
- As a result, company improved its organic revenue by 4.5 times in 13 Months.

Sr. Content & Digital Marketer

January 2014 to April 2016

Cygent Infotech - Ahmedabad

- Helped the company to position their maiden testing SaaS based product in Africa and Asia region, With proper positioning of the brand and analysis of target customer demographic, the product completed its first year target in around 07 months from the date of launch
- Further, worked in ORM segment to place brand as key competitor to well established brands in the market.

Content Specialist

July 2012 to January 2014

Craftsvilla - Jaipur

- Organized their web copies along with creating space for dynamic product descriptions, blogs, press releases and e-marketing materials
- Coordinated closely with sales and traditional marketing teams to improve their respective client engagement funnels by integrating efficient copy and messaging across all popular channels.
- Ran Social Media and Google ads and brought 20X revenue
- Handled their vendors and ensure their retention.
- Did SEO for them and increased organic orders by 63% in 06 months.

Content Writer

May 2011 to June 2012

Syon Infomedia - Jaipur

- Delivered quality content for their marketing efforts, sales pitches, products, and traditional marketing
- Helped the organization improve its online presence with an effective and winning content strategy.
- Written blogs, case studies, articles, whitepapers, web copies, video scrips for the company and its clients.

Core Qualifications

Search Engine Optimization (SEO)

Script Writing

Social Media Optimization (SMO)
Performance Marketing
Growth Hacking
Influencer Marketing
Referral Marketing
Content Marketing
Email Marketing
Traditional Marketing
Content Editing
Proof Reading
Copy Writing

Elite Marketing
Networking
Branding
Product Positioning
Finance Planning
Business Plan
Pitch Deck
Meta Ads
Google Ads
Linkedin Ads

Education

B.C.A, October 2010

St. Wilfred P.G College - Jaipur

Hobbies

Reading, Writing Stories, Brainstorming and Travelling

Technical Tools

Trello, Basecamp, Airtable, Asana, Slack, Buzzsumo, SEMRush, Screaming Frog, SnagIT, Lucid Chart, Ahref, Robohelp, WordPress, Google Trends, Google Discover, Google Data Studio, Google Merchant Center, ActiveCampaign, Agency Analytics, Mail Chimp, iTextWeb, Simplify, Google Ads, GA-4, Google Tag Manager, Keyword Everywhere, HubSpot, HootSuite, and MS Office

Languages

- English Hindi Gujarati