




Jatin Raseen

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Certified Digital Marketing Professional with extensive experience in the higher education and internet space. Adept in Content Creation and Online Marketing, Social Media and Paid Search, Graphic Design, Market Research. Proven ability to provide value to customers and employers through improvements in productivity, customer service.

Experience

JAN 2022 - SEP 2022

Digital Marketing Manager/Aplicar, Remote

- Managed online and offline promotions for the company.
- Upholding relations with a digital marketing and graphic designing agencies.
- Assigned them monthly targets for the social media promotions and SEO.
- Reviewing and reporting agency's performance and taking steps to improve them further.
- Writing effective copies for emailers, social media and WhatsApp promotions.
- Proof reading content created for social media, blogs, brochures, standees etc.
- Share ideas, strategies to promote the brand on various social media platforms.
- Creating, editing creatives on Adobe photoshop and videos on premier pro.
- Emailer marketing to the B2B partners through MailChimp.
- Taking quotations from vendors for printing, merchandise and company products.

SEP 2014 - DEC 2021

Manager, University Partnership/Shiksha.com, Noida

- Generated revenue for India's premier classified company - Shiksha.com by selling online listings/ads, branding solutions, engagement marketing services etc.
- Enlisting Shiksha as an education consultant with Institutions in the USA and Canada.
- Managed existing relations with around 150+ Universities, Service providers and companies.
- Created value for these accounts and renewed their subscriptions.
- Nurtured and turned 40+ accounts into Key accounts. Grew the revenue base by 3x.
- Vetting the student recruitment agreements and liaising with the legal for their inputs. After approvals, processing the contract.
- Getting the counselors trained on the product by arranging training sessions.
- Write meaningful and effective copies for emailers and banner ads (Google and Facebook).
- Liaising with the design, marketing and operations departments to execute the campaigns.
- Ensuring all marketing services are scheduled, executed and deliverables met.

JUN 2014 - SEP 2014

Account Manager/Careerbuilder.com, Gurugram

- Sold employee recruitment solutions to companies in Delhi/NCR.
- Job entailed - area mapping, territory management and selling services by visiting offices.
- Surpassed the benchmark of average revenue generated from a single sale.

AUG 2011 - JUN 2014

Assistant Manager - International Sales/Naukri.com, Noida

- Sold employee recruitment solutions to companies in USA, UK, Europe and ME.
 - Virtually meeting with CXOs and stakeholders.
 - Product demonstrations.
 - Submit proposals and close sales.
 - Manage existing relations, create value, grow and renew the existing accounts
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Skills

- Content Ideation and Creation • Adobe PP • Adobe PS • Content Marketing • Paid Marketing • Social Media Marketing • MailChimp • Emailer/SMS Marketing • WhatsApp Marketing • Blog writing • Reporting • Google Analytics • Team player • Time Management • Leadership • Communication & Negotiation • MS Office • International BD • New Business Development • Communication
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Education

2009 - 2011

MBA (Marketing and IB)/MDU Rohtak, GSMVNIET

2021

PGP Digital Marketing/Purdue University Online

Certifications

- Purdue University - PGP in Digital Marketing
- Google Ads
- Google Analytics
- Facebook Blueprint