



KAJAL JAISWAL

SR. MARKETING MANAGER

CONTACT

📞 91-8130248099

✉ kajaljaiswal433@gmail.com

📍 Noida, Uttar Pradesh

EDUCATION

2010 - 2013

DELHI UNIVERSITY

- Bachelors in commerce

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

TOOLS

- Zoho CRM
- Salesforce CRM
- Mailchimp

LANGUAGES

- English (Fluent)
- Hindi (Fluent)

PROFILE

With over 6 years of Digital Marketing expertise, I bring a strong background in strategic planning, project management, and team coordination. A results-driven professional, skilled in fostering long-term relationships, enhancing customer loyalty, and driving brand awareness across diverse markets. Adept at leading cross-functional teams to execute impactful marketing campaigns that deliver measurable results.

WORK EXPERIENCE

Irish Expert

JUNE 2024 - Dec 2024

Sr. Marketing Manager

- Leading marketing for study abroad, immigration, and visa services, aligned with company objectives.
- Reporting directly to the **CEO** and **CMO**, ensuring strategic alignment.
- Managing brand consistency and executing strategies to boost market presence and reputation.
- Developing marketing strategies to enhance visibility and generate leads.
- Leading a **20-member** team across SEO, PPC, social media, design, and content.
- Executing data-driven lead generation campaigns to maximize ROI.
- Managing marketing budgets to ensure cost-effective resource allocation.
- Building strong stakeholder relationships for seamless campaign execution.
- Collaborating with branches to ensure unified marketing efforts.

SI-UK/SI- Global

FEB 2019 - APRIL 2024

Senior Global Campaign Manager

I started my journey with SI-UK/SI-Global in 2019 as a Digital Marketing Executive. Through consistent performance and demonstrated skills, I received multiple promotions, advancing to **Assistant Manager, Global Marketing Manager, Global Campaign Manager, and finally to Senior Global Campaign Manager.**

- **Leadership & Reporting:** Reporting directly to the Global Marketing Director, ensuring seamless communication and alignment with the company's global marketing objectives.
- **Global Market Expertise:** Independently manage global markets including the UK, Australia, New Zealand, Ireland, and Canada, ensuring strategic oversight and tailored marketing approaches.
- **Cross-Functional Collaboration:** Collaborated with teams across functions such as Marketing, Design, and Sales to align social media and digital marketing efforts with broader organizational goals.

- **Campaign Performance Optimization:** Regularly reviewed campaign results in collaboration with global market teams, driving optimization initiatives to enhance performance.
- **KPI Monitoring & Analysis:** Utilized data-driven insights to monitor and analyze key performance indicators (KPIs), enabling strategic adjustments for maximum campaign effectiveness.
- **Team Leadership:** Successfully managed a team of over 30 individuals, fostering a productive and results-driven environment.
- **Global Consistency:** Worked closely with SI-UK's global offices and branches to ensure consistency in messaging, strategy, and execution across all markets.

Chandra Credit Ltd.

OCT 2018 - FEB 2019

Digital Marketing Executive

- Create Pay Per Click Marketing Campaign.
- Test and analyze the performance of PPC campaign to determine efficiency and effectiveness.
- Optimize marketing campaign for the best performance based on report.
- Manage budget to stay within limits and avoid overspending.

Irvine InfoCom Pvt Ltd.

AUG 2017 - OCT 2018

SEO Executive

- Expertise in keyword research, planning, and optimization through website and competitor analysis.
- Skilled in social media optimization (SMO) to boost online presence.
- Proficient in Google Maps and business page creation for local SEO.
- Experience in Web 2.0 platforms to enhance analytics and engagement.
- Hands-on experience with blog commenting and securing published backlinks.

Thank you