

Namita Agarwal

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Professional Summary

Strategic and results-driven Marketing Professional with 5+ years of experience in digital marketing, campaign strategy, lead generation, and brand building. Adept at managing social media, Google Ads, and webinars that generate high-quality leads. Proven ability to combine creativity with data-driven decision-making to optimize ROI and brand engagement.

Core Skills

Digital Marketing | Google Ads | Social Media Management (Hootsuite) | Content Creation | Email Marketing | Lead Generation | Data Analysis | Market Research | Canva | Campaign Strategy

Work Experience

Marketing Consultant | EverythingRF, Delhi | Apr 2025 – Present

- Designed and executed social media strategy and content scheduling using Hootsuite.
- Managed Google Ads campaigns, boosting impressions and reach.
- Led a webinar campaign with 250+ attendees, generating 200+ qualified leads.
- Built global partnerships with tech events via barter collaborations to increase brand reach.

Guest Faculty (Marketing & Case Study Analysis) | Delhi Technological University | Aug 2024 – Apr 2025

- Delivered lectures on Marketing, Consumer Behavior, Digital Marketing, and Sales & Distribution.
- Mentored students and guided entrepreneurship projects to maximize profitability.
- Designed lesson plans using real-world marketing case studies.

Executive | Beetel Teletech Limited, Gurugram | Jul 2022 – Aug 2024

- Enhanced social media presence by increasing followers by 7K+ through engaging content.
- Executed brand marketing campaigns (EDM), improving market visibility.
- Integrated e-commerce features on company website, boosting sales.
- Conducted customer satisfaction surveys to enhance CSAT scores and brand loyalty.

Executive | Infinite Energy Pvt. Ltd., New Delhi | Jul 2018 – Aug 2020

- Launched 2 products for 3 industries through market research and competitor analysis.
- Improved brand recognition by managing trade shows and exhibitions.
- Collaborated with product development teams for emerging technology rollouts.

Internship Experience

Your Engineer Pvt. Ltd., New Delhi | Mar 2021 – Jun 2021

- Introduced 5 new services through strategic planning and diversification.
- Drove revenue by launching training programs for tech graduates.
- Created an Instagram page, growing followers to 800+.

Education

MBA (Family Business & Entrepreneurship) | Delhi Technological University | 2020 – 2022 | 90%

B.Tech (Electrical & Electronics) | Banasthali University | 2014 – 2018 | 55%

Accolades

- Gold Medal in MBA for academic excellence.
- Recognition for executing a successful LinkedIn booth campaign.

Extra-Curricular

Head of Public Relations Team | Member of Alumni Relationship Team | Dancing & Swimming Enthusiast