

PRABJOT KAUR

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SUMMARY

Result-driven Marketing Specialist with over 2.5 years of experience in developing and executing successful marketing campaigns. Skilled in market research, brand management, content creation, digital marketing, and data analysis. Strong project management skills and the ability to work cross-functionally with teams in a fast-paced environment make me a valuable asset to any organization.

WORK EXPERIENCE

Kaaya Virtualization Tech Private Limited (HoloWorld)

Mysore, Karnataka

Marketing Specialist

Mar 2021 – Jun 2023

- Oversaw social media channels, devised content plans, worked **cross-functionally**, and led a team of designers and writers to produce marketing materials (graphics, videos, blogs) in line with brand guidelines.
- Planned and optimized cross-channel campaigns including email, social media, and PPC. Assisted in optimizing marketing budget and achieved a 40% average ROI with Google Ads and Facebook Ads.
- Analyzed and tracked metrics (**KPIs**) across platforms including social media, emailers, apps, and website, delivered monthly reports, and made data-driven decisions to optimize performance.
- Developed **Go-to-Market (GTM)** strategies for diverse product launches, including Humanoids, SaaS, Apps, and Ed-tech. Successfully launched India's tallest Humanoid Robot, "BHIMA" product launch.
- Conducted **market research** and competitor analysis to inform product insights. Developed compelling product messaging and positioning, value proposition, marketing plans, user journey maps, and PRDs.
- Produced marketing **collaterals**, including brochures, case studies, pitch decks, whitepapers, landing pages, newsletters, press releases, corporate presentations, proposals, and investor decks.
- Collaborated with an external agency to oversee the website, and achieved a 30% traffic increase through backlinking and focused SEO techniques. Monitored site using Google Analytics and WordPress AIOSEO.
- Updated customer database in Zoho CRM, conducted email marketing campaigns with Zoho Campaign tool and utilized multiple channels such as CRM, phone, email, and social media to generate **leads**.
- Identified industry events, facilitated demos, webinars, and seminars, managed **vendor relationships**, and supervised booth creation.
- Boosted **client satisfaction** by 25% through regular customer surveys using the Zoho Survey tool. Implemented suggested improvements in customer service.

Kaaya Virtualization Tech Private Limited (HoloWorld)

Mysore, Karnataka

Management Trainee (Internship)

Apr 2020 - Jul 2020

- Created promotional strategies, researched on competitors, and developed a marketing plan for the Kickstarter Product launch.

ACHIEVEMENTS

- Received the HOLOSTAR Award from Kaaya Virtualization Tech Private Limited in 2022 for exceptional performance in the marketing department
- Received a Certificate of Appreciation from PAGALGUY in 2020 for community engagement
- Received certificate for Master of Ceremony at the International Marketing Conference at SDMIMD in 2019

EDUCATION

- **SDM Institute for Management Development, Mysore**
Post Graduate Diploma in Management, PGDM (2019-2021) | 2.77/4.00 | Honors: Marketing and Finance
- **IAE Bordeaux, University of Bordeaux, France**
Student Exchange Program, PGDM/MBA (2020-2020), | Honors: Marketing and Finance
- **University of Delhi, New Delhi**
Bachelor of Science, B.Sc. (2014-2017) | 71.38% | Honors: Chemistry, Physics, Maths, and Computer Science

SKILLS

Technical Skills: Product Marketing, Content Marketing, A/B testing, Lead Generation, B2B, B2C, Marketing Automation, SEO, SEM, SQL, Google Adwords, Google Analytics, Google Ads Keyword Planner, SEMrush, Small SEO Tool, Zoho Social, Zoho CRM, Zoho Projects, Zoho Campaigns, Canva, MS Word, MS Excel, MS PowerPoint.

Soft Skills: Decision Making, Leadership, Teamwork, Communication Skills, Time management, Analytical Skills.