



PROFESSIONAL SUMMARY

Resourceful Marketing Manager with **over 7 years of B2B & D2C marketing experience** delivering profitable solutions to drive sales, set up teams, attract and sustain customers, and build reputable corporate brands in **SaaS, IoT, Healthcare & Media Entertainment Industries**. Expert in developing, deploying and strengthening marketing plans. Analytical approach to revamping marketing plans to meet dynamic needs. Superior ability to direct creative efforts and brand engagement to achieve business goals. I am keen to add value to the organization by blending EQ and digital tools.

EDUCATION

Bachelor of Arts in Journalism and Mass communication

Sikkim Manipal University - 2016

Licenses & certifications

Hospitality & Management
Government of India - 2016

Information Technology Application
Government of West Bengal - 2010

CONTACT

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ARKAPRAVA DAS

WORK EXPERIENCE

Sportsplus Tech / Aug 2022 - Apr 2023

Hydrabad, India

Marketing Lead

B2B SaaS Product - US, UK, AUS, SA

- Market Research, develop GTM strategies & market positioning.
- Craft ATL, BTL & TTL marketing strategies & campaigns.
- Digital marketing, social media, SEO & content strategy.
- Demand generation, email marketing, PPC campaigns.
- End-to-end marketing operations.

Kochartech / Jul 2019 - Jul 2022

Gurgaon, India

Marketing Lead

B2B SaaS & IOT Product - US, Middle East, India

- Leading Product Marketing Team with ATL, BTL & TTL marketing strategies.
- Content strategy, SEO & Social Media Campaigns.
- Demand generation, email marketing, PPC campaigns.

Sagittarius Inc / Mar 2016 - Jun 2019

Kolkata, India

Media Marketing Analyst

- Farming promotional policy.
- Managing media coordination.
- Leading Digital Communication.
- Driving Social Media Marketing.

SKILLS

Market Positioning

Campaign Management

Content Marketing

Pay Per Click Marketing

Search Engine Optimization

Brand Marketing

ARKAPRAVA DAS

Cover Letter

I am writing a letter of interest concerning the position in your company. Your company is known for its innovation, professionalism, and results-driven marketing strategy, which is why I am certain I would make a valuable addition to your team. I would be interested in learning more about the company and available opportunities, so I have enclosed my resume for your consideration.

I am confident that my experience in this field will be an asset to your company. As you will see on my resume, I have a proven record of managing diverse roles with my specialized skill sets, allowing me to make major contributions to your company.

I look forward to speaking with you to discuss how my experience and abilities match your needs.

Best,

ARKAPRAVA DAS
Delhi, India