

Puja Gupta

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MARKET RESEARCH & STRATEGY | TEAM BUILDER | INBOUND & OUTBOUND MARKETING | PROJECT MANAGEMENT | OMNICHANNEL MARKETING | DIGITAL TRANSFORMATION | LEAD GENERATION | SEO/SEM/SMO/CONTENT/EMAIL MARKETING & STRATEGIST | MARKETING ANALYTICS TOOLS EXPERT | PERFORMANCE MARKETING | CONTENT STRATEGIST | PAID AD CAMPAIGNS | WEBINAR/EVENT MANAGEMENT | DATA SCIENTIST | ARTIFICIAL INTELLIGENCE | MACHINE LEARNING | DATA ANALYTICS | SALES | STRATEGIC ALLIANCES | LEAD FUNNEL NURTURING | INSIDE SALES | ABM , LINKEDIN STRATEGY BUILDER | CLIENT HANDLING | STORYTELLER |

CAREER SUMMARY:

- **Marketing Manager**, role revolves around **Strategizing and Executing Marketing channels in alignment with sales**, starting with Market Research, marketing plans & strategies, Paid promotional activities, Content marketing which includes writing content for Blogs, Case studies, Thought papers, White paper, project promotion content etc, managing team, assigning task to each team member, responsible of their deliverables and reporting to Head of Marketing and Business Heads; Manger webinar as a event and its promotion from start till end, Charting out webinar sequence as per industry trends and Compunnel's offerings, Sharing insights and analytics with Business Leaders for each task and its performance, Allocating budget for different streams of marketing and evaluating performance and gathering insights etc., at **Compunnel Inc.**
- **Sr Marketing & Sales Manager, Strategizing and Executing Marketing & Sales channels in alignment with sales**, starting with Market Research, marketing plans & strategies, Paid promotional activities, Content marketing which includes writing content for Blogs, Case studies, Thought papers, White paper, project promotion content etc, managing; **MQL to SQL** for domestic & International market, both; **Managing sales campaigns** start till end that involves Building database of prospects from required accounts to managing emails on tools and building funnel, nurturing them and getting them on board, Market Research, marketing plans & strategies; Managing webinars as an event and its promotion from start till end, Charting out webinar sequence as per industry trends and Iconwave's offerings, Sharing insights and analytics with Manager for each task and its performance, Allocating budget for different streams of marketing and evaluating performance and gathering insights etc with **Iconwave Technologies Pvt Ltd.**
- Expertise in Web Research, Online Lead Generation, Digital Marketing and Data Processing, Email marketing and LinkedIn marketing with **Salesaladin (Zanshin Soft Pvt Ltd.)**. Worked on different **Email Marketing Tools & lead database building tools**; Efficiently and effective Lead generation campaigns.
- Performance based promotion to Senior System Analyst from System Executive with **Ebookers Pvt Ltd (Technovate eSolutions)**.
- Worked as Head of Digital Marketing & Strategist with **JK Dentavision (Dental Industry)**
- Vast experience in campaign Strategy, Capturing Market Niche, Web Traffic diversion to products and services from varied industries, Team handling and task allocation.

QUALIFICATIONS:

- Data Science & Machine Learning from **Indian Institute of Technology, Delhi (IITD), INDIA, Passed**
- MBA (IT + Finance), Yr. 2005-2007 from **Guru Gobind Singh Indraprastha. University, Delhi, INDIA, 77.5%**
- B. Tech (Computer Science & Engineering), Yr-2005 from **Kurukshetra University, Haryana, INDIA, 67.11%**
- XIIth Std, **Presentation Convent Sr. Sec. School, Delhi, 74.3%**
- Xth Std., **Presentation Convent Sr. Sec. School, Delhi, 73.4%**

LANGUAGES:

English & Hindi (spoken & written)

COMPUTER SKILLS:

- **Computer Languages:** MS Office, SQL, HTML, C/C++, Java Basics, Oracle 9i, Python
- **DATA Science:** Statistics, Optimization techniques, Machine Learning, Deep Learning Techniques.
- **SEO Tools:** Semrush, Google Keyword suggestion, UberSuggest, Overture Keyword Suggestion, AdWords Keyword suggestion
- **Performance Tracking:** Cognos, WebTrends, Nedstat, AtlasOnePoint, MyAgentDesktop
- **Email Marketing:** Sendgrid, Email Octopus, AWS Infrastructure, Hubspot, Salesbot and Mailchimp
- **Online Marketing:** Email marketing, Content Marketing, Influencer Marketing, PPC (Google adwords) & Social Media optimization (SEO), SMO (Social media optimization), performance marketing, Paid Ad campaigns and budgeting on Social platforms.
- **Analytical tools:** Excel, WebTrends, Cognos, Google Analytics, Tableau, Power BI

PROFESSIONAL SKILLS

- **Research content** – collaborate ideas – strategize content – market and optimize
- **Research marketing** – Target Audience – strategic outreach – International Sales
- **Marketing Strategy** – Competitor Analysis – Swot Analysis – Channel distribution - Budgeting
- **Data Science** - ROI Achievement - Problem Solving
- **Client Coordination** - Strategic Planning - Training
- **Project Management** - Budget Management – Leadership – Task Allocation – Direction

EMPLOYMENT HISTORY

Oct 2022 till Feb 2023

Compunnel Inc., Noida

Marketing Manager

- **Webinar/Event management:** Charting out a plan till execution that involves plan of topic → Event platform → promotional strategy to execution → Insights and Analytics → Repeat.
- **Paid ads on Social platforms** from planning to execution, preparing budget and creatives with Ad copy content and its delivery.
- **Branding:** Digital marketing Strategy, Lead generation, Brand Positioning & Digital Improvisation of the product, international sales, Product authority, Website optimization, Social presence, Content generation, Social media strategy and content.
- **Email Marketing:** Comprehensive, value added & content driven mails, setting marketing templates to outreach the audience by creating niche & targeting a specific industry for a product/s or a Service/s.
- **Data Scraping:** Build Marketing Database by working as Data Analysts to drive Lead generation mechanism in a cost effective manner
- **Online Research:** Scouting online for markets that would suit the needs of the client for an omni-channel impact driven experience/ channel sales.
- **Team Management:** cover all the marketing bases with operational support from facilitation teams – Content Writer, Designers, Digital Marketer
 - Analytics and measurement of each activity while working closely with vertical heads, sales team, staffing team for day-to-day requirements.
 - Lead the vertical marketing with integrated campaigns, followed by Lead generation (This involves partner marketing, supplier meets/ conferences, ABM campaigns)
 - Strong Involvement with Digital Marketer on SEO, Email Marketing, Programmatic Ads and many other aspects of marketing

Feb 2020 till Oct 2022

Iconwave Technologies Pvt Ltd, Hyderabad

Sr.Marketing &Sales Manager

- **Leads Generation through inbound and Outbound marketing**
- **Webinar management:** From plan till execution that involves plan of topic → platform → promotional strategy to execution → Insights and Analytics.
- **Branding:** Digital marketing Strategy, Lead generation, Brand Positioning & Digital Improvisation of the product, International sales, Product authority, Website optimization, Social presence, Content generation, Social media strategy and content.

organization

References:

- 1.) **Mr. Aman Kumar** (Digital Marketing Manager, Compunnel): **Tel:** +91-9811623708, kumaraman1911@gmail.com
- 2.) **Mr. Ravi Ghosh** (Director of Business Strategy – Iconwave Technologies); **Tel:** +91-9967651771; **Mail Id:** ravi@iconwavetech.com
- 3.) **Mr. Ambuj Tayal** (CEO - Zanshinssoft Pvt Ltd, Noida); **Tel :** +91-9971138887; **Mail id:** at@salesaladin.com
- 4.) **Mr. Jay makwana** (Social media officer, Winnipeg School Division, Manitoba, Canada); **Tel:** +1(204)470-2472; Mail id: jay.mak1@gmail.com
- 5.) **Dr Amit Wadhawan** (Dental Surgeon & Owner of Dental Academy); **Tel:** +91-9873938121; **Mail Id:** dramit21@gmail.com

CERTIFICATION

- **Data Science and Machine Learning** from IITD, Indian Institute of Technology, Delhi, INDIA.
- **Email Marketing certification** from Hubspot Academy
- **Statistics for Machine Learning** from Coursera
- **Machine Learning Basics** from Coursera

ACTIVITIES & INTERESTS

- **Admin- Dental Courses** (Company and Facebook Group(approx.. 20k members))
- **Reading -** (Usually stories which helps to understand different human psychology under different circumstances; new advancements in the field of medicine and treatments; Latest market trends in marketing, data science and technology)
- **Travelling & Cooking**