



SIDDHANT PATWAL

Marketing Manager

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To work for an organization that recognizes my true potential, where I can serve as an asset for enhancing organizational growth and increase my knowledge and nurture my skills while working with them

Profile Summary

- A competent professional with **4 yrs of experience** in the field of Sales & Marketing domain.
- Crafting and executing dynamic marketing strategies that fuel rapid business growth and outpace industry norms.
- Skillfully leading cross-functional teams to deliver projects on time, within scope, and exceeding expectations.
- Analyzing market trends, consumer behavior, and competition to unearth opportunities that steer business strategy.
- A proven track record of nurturing and expanding B2B partnerships, driving revenue streams, and fostering enduring client relationships. An effective communicator & negotiator with excellent analytical, leadership & problem-solving skills

Areas of Exposure

- | | | |
|--------------------------------|------------------------------|--------------------------------------|
| • Strategic marketing planning | • Lead Generation | • Client Relationship Management |
| • B2B Sales & Marketing | • Project Management | • Digital Marketing |
| • Event Marketing | • Product Management | • Data Analysis & Report Preparation |
| • Marketing Management | • Market Research & Analysis | • Team Leadership |
| • Branding | • Revenue Generation | • Negotiation & Vendor management |

Notable Accomplishments Across the Career

- **Generated revenue of INR 80 Lakhs** in FY 23-24
- Received multiple **appreciations from senior managers / process heads** for surpassing the assigned work.

Experience

Nov'23-Till Date: V2Infotech Technologies(Business Development Manager), Noida



Nov'23: Manager - Till Date

Role:

- Working on B2B market place in domestic and international markets.
- The main objective is to maximize the revenue.
- Engaged in activities such as market research, strategic planning, identifying new business opportunities, and negotiating partnerships or alliances.
- Used to generate leads via Networking events, Exhibitions, DM Leads, LinkedIn Sales Nav, and many more tools.
- Develop and manage the marketing budget for promotion activities and lead improvisation.
- Designing customized IT & Digital activities (Web Development, Mobile Application and 360 DM, etc.)
- Handling a team size of 4 members.
- Cultivate and Nurturing the relationship with the clients.
- Cultivate long-term relationships with clients.
- Analyze sales data to identify trends and areas for improvement.
- Delivering P&L report to CMO.

Deliverables:

1. New segmentation created in Tyre and Agri machinery division.
2. Worked with clients like CEAT, JK Tyre & ACE Group.

Mar'22: Marketing Manager – Oct'23

Role:

- Used to generate leads using sales navigator, email marketing, event marketing, and social media.
- Using marketing automation tools like Lusha, and Apollo.io., mail chimp.
- Creating marketing collateral such as brochures and banners.
- Handling the sales team with 6 team members to generate business at domestic and international levels.
- Designing customized ATL & BTL activities (Print, Digital, social media, on-ground Events & Seminars, etc.)
- Strategy & New Product Development on the website to provide ROI-driven campaigns to clients like Knowledge Series, In-between questionnaire ads, web stories, and Logo placement.
- Collaboration work with reputed companies like- Gandhar Oil, CEAT Specialty, IFFCO-MC, Waaree group, Tafe, JCB and many more.

Deliverables:

1. Achieved a comparative business growth of 62% in FY 22-23 and 84 % in FY 23-24 (till now)
2. Onboarded International clients like Stihl, ICL, Krungsri Bank, and Autobacs.

Feb'19 – Jul'20: PictureIt Photography, Mumbai



Feb'19: Digital Marketing Executive – Jul'20

Role:

- Used to generate queries on meta-applications
- Have to optimize all the social media channels
- Create engaging content for various platforms, including text, images, videos, and infographics.
- Track key performance metrics and analyze data to measure the success of social media efforts.

May'21 – Aug'21: ISchoolConnect, Aligarh (Internship)



May'21: Team Lead – Aug'21

Role:

- Managed a team comprising four members, including a web designer, two content writers, and a video designer
- Utilizing Facebook and Instagram for brand promotion, alongside running advertising campaigns on Google.
- Coordinating with the designers and content writers to create impactful products or branding materials.
- Making KPI, Daily report preparation.
- Scheduling a meeting with the College Dean or Head of Department (HOD) to discuss potential collaboration

May'18 – Jul'18: Mahindra & Mahindra, Wazirpur (Internship)



May'18: Service Advisor – Jul'18

Role:

- Interacting with customers to understand their vehicle's issues or service requirements.

Education

2020-22: **MBA** in marketing & Operations, AKTU University

2015-19: **B.Tech** in Mechanical, AKTU University

2015: **H.S.S.C.** from C.B.S.E

IT & Computer Skills

- Microsoft Office (Word, PowerPoint & Excel) Google analytics
- Facebook Ads manager
- Operating Systems & Internet Applications LinkedIn Sales Navigator
- Assistive CRM tool
- Digital Marketing (CPM, PPC, CTR, SEO)

Certifications & Internships

- ISchoolconnect Team Lead (Internship) Business activation in 20 days
- Best performer of the month twice (For new segments/companies)
- Advanced Excel certified from Udemy Course
- Mahindra & Mahindra (Internship)
- LinkedIn Sales Navigator Course

Personal Details

Date of Birth: 30/10/1995

Languages Known: Hindi & English

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