

VARDMAN SINGH

MARKETING ASSOCIATE

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PROFESSIONAL SUMMARY

Forward-thinking marketing professional with strong expertise in building and managing B2B and B2C partnerships, CRM software, business development, lead generation, and event organizing & execution. Adept at conducting market research, competitor analysis, and project management to design and deliver cost-effective marketing strategies. Proven track record of enhancing client engagement, driving revenue growth, and strengthening brand presence through data-driven decision-making and innovative campaign execution.

KEY COMPETENCIES

Market Research	Workshop Conduction	Budgeting KPIs
Proposal Email	CPL Monitoring	Market Research
Branding and Promotions	Vendor Management	ROI Management

PROFESSIONAL EXPERIENCE

SR. MARKETING ASSOCIATE, VISION IAS

May 2023 - Present

JOB RESPONSIBILITIES

- As a Sr. Business Development Associate and Project Lead at Infinity, I grouped schools by category and location to plan smarter offline collaborations, which helped us run more focused business initiatives and build stronger partnerships with institutions.
- Worked hand-in-hand with writers, designers, and marketers to keep the institute's online presence fresh, engaging, and aligned with our brand voice.
- Organized and ran workshops across schools, creating meaningful interactions that generated quality leads, strengthened trust with stakeholders, and kept the brand visible in the market.
- Partnered with the sales team to boost revenue, align strategies with company goals, and consistently achieve KPIs by building strong client relationships and focusing on results.
- Designed and launched Olympiads and competitive exams at interschool and intraschool levels, engaging large numbers of students, generating leads at scale, and increasing the institute's reach.
- Oversaw the installation of sun packs, gate branding, society hoardings, pole and metro branding, ensuring impactful offline campaigns that strengthened brand awareness and positioning.
- Carried out competitor analysis every quarter to understand market movements, identify opportunities, reduce risks, and fine-tune business strategies.
- Managed budgets for offline and online advertising (cinema, radio, newspapers), ensuring resources were used wisely and providing clear, detailed reports to senior management.

BUSINESS DEVELOPMENT ASSOCIATE, EXTRAMARKS EDUCATION

Nov2022 - April 2023

JOB RESPONSIBILITIES

- Boosted brand visibility and improved client satisfaction by working closely with schools and community organizations, which also led to stronger retention.
- Opened up new business opportunities in both the B2C and school sectors, helping Extramarks expand its reach and drive steady revenue growth.
- Connected with students and parents to promote the Extramarks app, explaining benefits in simple terms, answering their questions, and encouraging adoption through personalized, solution-focused conversations.
- Grew the customer base in assigned territories by running targeted outreach, building genuine relationships, and engaging effectively to maximize business opportunities.
- Partnered with schools to install smart boards, making classrooms more tech-enabled while also setting up a structured marketing funnel that generated quality leads.

JOB RESPONSIBILITIES

- Took the lead in optimizing product delivery, making processes smoother, cutting costs, and helping the team achieve a 30% jump in productivity.
- Focused on improving processes with smart use of technology, which made day-to-day operations faster and more efficient.
- Used market insights and customer feedback to shape strategies, ensuring decisions were practical and future-focused.
- Helped the company grow by expanding the client base, strengthening partnerships, and building long-term trust.
- Encouraged innovation and product improvements, always keeping customer needs and company vision in mind.
- Made sure quality and customer satisfaction stayed at the heart of every project, earning appreciation and repeat business.

EDUCATION

Swami Vivekanand Subharti University

Master of Business Administration (Marketing)

Babasaheb Bhimrao Ambedkar Bihar University

Bachelors In Arts (Economics)

CERTIFICATIONS

ADCA (Advance Diploma in Computer Application)

STRENGTH AND SKILLS

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|----------------------------|------------------------------|------------------------------|
| • Web Technologies | • Marketing Campaigns | • Competitor Analysis |
| • CRM Software | • KPI Monitoring | • ATL / BTL Marketing |
| • Budget Management | • Revenue Generation | • Brand Management |
| • Lead Generation | • Event Management | • B2B / B2C |

ACHIEVEMENTS

- Spearheaded transformative initiatives as the Lead Sponsor of the World Book Fair in partnership with the National Book Trust, leading the event organization for two consecutive years while fostering strong networks with prominent educational organizations.
- Worked with PARAS INDIA NGO to organize educational events in societies, colleges, and schools, and conducted awareness camps that promoted women's empowerment and community development.

PROJECTS

Market Research Project coordinator

As a Market Research Project Coordinator, I worked on a study to find out the average rent of shops while also looking at what factors—like location, size, accessibility, and nearby commercial activity—influence those rents, and I used statistical tools such as the T-test to compare different categories and test assumptions, which helped me draw useful insights and provide practical recommendations for stakeholders.

PERSONAL DETAILS

Date of Birth – 17-July-1998

Languages – Hindi & English

LinkedIn - <https://www.linkedin.com/in/vardman-singh-rathaur/>