

## Summary

Marketing Manager with 8+ years of experience in Sales, Marketing, and Operations. Strong leadership abilities in strategic planning, marketing management, and vendor relations. Highly motivated and dedicated to achieving goals.

## Key Skills

Research & Development

Vendor Management

Procurement

WordPress Website Development

Video Editing

Client Relationship Management

Strategic Planning

Budget Management

Social Media Management

Google Analytics

SEO Marketing & Promotion

Teamwork and collaboration

## Tools

Semrush

Postmywall

Chat GTP

Ubersuggest

Google Keyword Planner

Zapier

Canva

WATI.IO

Google Studio

Rytr.me

Keywords Everywhere

Flimora

Freepik

Zoho CRM

Mintel

Gamma

## Professional Experience

BrightFront

Mumbai

- Developing and optimizing websites to ensure that they are both visually appealing and user-friendly. Additionally, Conduct research to identify relevant keywords to enhance search engine rankings.
- Utilize various promotion tools such as social media, email marketing, and PPC advertising to drive traffic and increase brand awareness.
- Monitor website traffic and engagement metrics to identify opportunities for optimization and improvement.
- Work together with other marketing experts and stakeholders to create and execute all-encompassing digital marketing campaigns. Regularly assess and enhance digital marketing tactics to enhance overall effectiveness and return on investment (ROI).

Assistant Marketing Manager

Mar '24 - Present

S H Kelkar and Company Limited

Creative Flavours & Fragrances s.p.a (CFF)

Mumbai, Maharashtra

- Developed tailored presentations to cater to specific customer segments
- Research market trends and consumer preferences to identify opportunities for new product development and promotional activities.
- Handle vendor invoices, including processing, verification, and maintaining accurate records for budget monitoring.
- Manage and optimize the company's presence on Amazon and other online sales platforms, ensuring visibility and driving sales growth.
- Coordinate with cross-functional teams to ensure effective implementation of marketing campaigns and initiatives.
- Monitored and recorded new product launches, ensuring up-to-date documentation in the New Launch Tracking system. Procured new product launches and collaborated closely with marketing teams across different regions to align strategies.
- Provide briefs and guidelines to agencies, ensuring that all deliverables meet brand standards and maintain consistency .
- Ideate and launch creative PR campaigns and initiatives for events and shows to enhance brand visibility and engagement.

## Recognition

- Collaborate with different internal departments to lead and complete projects, ensuring smooth integration and alignment with corporate objectives.

Marketing Manager/ Events

May '23 - Feb '24

Maharashtra Economic Development Council | Mumbai, Maharashtra

- Manage end-to-end pre-event and post-event marketing campaigns, resulting in a significant increase in event registrations.
- Develop compelling marketing collateral, including brochures, banners, and digital content, to enhance brand visibility and resonate with target audiences.
- Conduct market mapping and assess the scope of branding for lead generation purposes.
- Create diverse content for various platforms, including web content, social media, and presentations.
- Implement SEO techniques to optimize website visibility and improve organic search rankings.
- Interact and manage agencies/vendors for the seamless execution of events.
- Explore sponsorship opportunities to boost event visibility and generate additional revenue streams.
- Provide support in conducting member research, gathering insights, and ensuring the satisfaction of key stakeholders.
- Manage digital promotional events, including webinars and online campaigns, ensuring seamless delivery and impactful outcomes.
- Analyze digital research findings and compile insightful reports, utilizing digital analytics tools to guide senior members in making strategic decisions.

Recognition

- Received commendation for exceptional execution and management of pre-event and post-event marketing campaigns, resulting in a significant increase in event registrations and attendee engagement.
- Recognized for successfully developing and executing comprehensive marketing campaigns, resulting in a substantial increase in sponsorship's and brand visibility, thus positively impacting the organization's financial growth and market presence.

Operations Manager - Sales/Marketing

Sep '22 - Apr '23

The Green Acres Academy | Mumbai, Maharashtra

- Manage strategics, coordinate, and execute Below-The-Line (BTL) activities targeting specific customer segments, such as the Kids Carnival Society activity, from concept inception to post-event analysis.
- Collaborate with the sales team to refine lead generation, qualification, and conversion processes, optimizing overall efficiency.
- Conduct continuous monitoring and analysis of market trends, competitor activities, and customer feedback, identifying opportunities for improvement.
- Cultivate and manage relationships with external sponsors, vendors, and partners, including advertising agencies and printers.
- Evaluate and implement tools and technologies, such as CRM systems, marketing automation, and analytics platforms, to enhance sales and marketing processes.
- Facilitate interdepartmental collaboration, overseeing tasks like bills processing, invoices, incentives, and marketing-related feedback.

Recognition

- Acknowledged by the Senior Manager from the Chairperson's office for unwavering support during the successful execution of multiple offline campaigns at The Green Acres Academy, January 2023.
- Recognized by the General Manager for the adept handling of events at The Green Acres Academy, December 2022.

Agency Development Manager

Apr '22 - Sep '22

Associate Agency Development Manager

Feb '21 - Mar '22

Max Life Insurance Company | Mumbai, Maharashtra

- Develop and implement strategic plans to expand the agency network in targeted regions.
- Maintain strong relationships with agency partners, serving as a key point of contact.
- Generate regular reports for senior management, presenting agency performance, achievements, and strategic recommendations.
- Train and educate agents about brands, products, and marketing.
- Provide guidance and direction to agencies during the planning and execution of campaigns, ensuring consistency in
- Collaborate with agencies to develop integrated marketing campaigns.
- Utilize social media channels to facilitate the global expansion of the agency network.

Recognition

- Recognized as the ADM of the Year with the highest GPA by the CEO in March 2022.
- Received the Recruitment Champion, MTD Case Active Champion, Superstar Champion, and Highest Persistency Awards in March 2022.
- Awarded a Certificate of Appreciation for "Role Modeling in Sharing Smart EDMs" in May 2021.

<b>Senior Operation Executive</b>	Apr '19 - Feb '21
<b>Operation Executive</b>	Jul '17 - Mar'19
<i>Impresario Events   Mumbai, Maharashtra</i>	
<ul style="list-style-type: none"> <li>Coordinate with cross-functional teams, including sales, product, and digital marketing, to organize of ATL &amp; BTL activity.</li> <li>Design marketing materials like PowerPoint presentations, corporate videos, and product videos. and compose content for Brochures and online promotions.</li> <li>Plan and execute BTL activities, encompassing events, trade shows, product launches, and customer engagement programs.</li> <li>Collaborate with creative, content, and media teams to develop compelling marketing collateral.</li> <li>Oversee end-to-end event logistics, from venue selection to on-site management, ensuring seamless execution.</li> <li>Maintained relationships with vendors, including event suppliers, merchandisers, and other service providers, overseeing the procurement of event materials and coordinating timely vendor payments.</li> <li>Handle budgeting for events, ensuring cost-effectiveness.</li> </ul>	
<b>Recognition</b>	
<ul style="list-style-type: none"> <li>Successfully managed and executed events for high-profile clients, including Hotstar and Maruti ChessKids, Cipla , and Lupin resulting in continued partnerships.</li> <li>Implemented cost-effective strategies leading to significant savings in event budgets without compromising quality.</li> <li>Improved client satisfaction scores through effective communication and personalized event solutions.</li> </ul>	
<b>Internships</b>	
<b>SEO &amp; Social Media Marketing Intern</b>	May '19 - Apr '20
<b>Vadeel Technology Private Limited   Mumbai, Maharashtra</b>	
<ul style="list-style-type: none"> <li>Executed and managed banner and video campaigns to enhance brand visibility and engagement.</li> <li>Created effective content strategies for digital media platforms to maintain a compelling brand presence.</li> <li>Utilized comprehensive research and competitor analysis to identify relevant keywords for search engine optimization and digital marketing impact.</li> </ul>	
<b>SEO And Social Media Marketing Interns</b>	May '20 - Jun '20
<b>Youth Empowerment Foundation   Mumbai, Maharashtra</b>	
<ul style="list-style-type: none"> <li>Developed varied digital content for multiple social media platforms such as Facebook, LinkedIn, YouTube, and Instagram, ensuring customized content for each platform to maximize audience engagement.</li> <li>Executed and managed comprehensive marketing campaigns across various social media channels to enhance brand visibility and audience reach.</li> <li>Formulated strategies aimed at boosting brand awareness and engagement through targeted social media initiatives.</li> <li>Implemented donor engagement programs to effectively connect with potential supporters, fostering long-term relationships and support for the cause.</li> <li>Orchestrated successful crowdfunding campaigns on online platforms, effectively reaching and engaging a broad audience to drive support and contributions.</li> </ul>	
<b>Education</b>	
<b>Master of Business Administration (M.B.A.)</b>	Jan '21 - Feb '23
<i>Narsee Monjee Institute of Management Studies (NMIMS)</i>	
<b>M.COM -Management</b>	Apr '16 - Mar '18
<i>University of Mumbai</i>	
<b>K.P.B. Hinduja College</b>	May '12 - Mar '16
<i>University of Mumbai</i>	
<b>Courses</b>	
<b>Indian Council for Technical Research &amp; Development</b>	Dec '23 - Dec '24
<b>Digital Marketing Expert</b>	Mumbai, Maharashtra