

## MARKETING MANAGEMENT PROFESSIONAL

*Keen to have a challenging and performance oriented career with an organization of distinction which recognizes my true potential and provides me sufficient avenues for professional growth.*

### PROFILE

- ⇒ Competent **Certified Digital Marketing Media Course from Digital Vidya** offering **3 years' experience** across *Online Marketing Strategies, Digital Marketing, Client Relationship Management, Business Development, Product Management & Judicious utilization of resources*
- ⇒ Possess knowledge of **Marketing, Market Research, Channel Management, Customer Relationship Management, Competitor Analysis, Brand Management, Product Promotion** etc.
- ⇒ Ability to build strategy for **new product launch, product positioning and brand management by developing and leveraging strong relationships with key decision makers.**
- ⇒ Adept at **developing & executing innovative business development plans & strategies** together with designing, consolidating & improving organizational processes.
- ⇒ Proficient in the areas of **Product Management, Agile, Ecommerce / Mobile Strategies, Web/Mobile Analytics and SEM / SEO**, analyzing marketing trends, tracking competitors' activities, conducting primary & secondary market research and planning & implementing integrated marketing solutions.
- ⇒ Experience in **optimizing business operations, business development and expansion of marketing network while managing and understanding competition** and consequently achieve high productivity standards.
- ⇒ Extremely versatile with the aptitude to switch styles - marketing copywriting, proof-reading and reporting; professional editorial & creative writing skills
- ⇒ **Outstanding Relationship Management skills** with strong business acumen and the ability to conceive profitable and efficient solutions utilizing technology while working effectively with all levels of management and the people therein.

### Core Competencies

Channel Management ♦ Brand Management ♦ Public Relations ♦ Advertising ♦ New Product Launch ♦ Competition Analysis ♦ Promotional Campaigns ♦ Project Management ♦ Digital Marketing ♦ Social Media Marketing ♦ Search Engine Optimization ♦ Operations Management ♦ Research ♦ Product Promotions ♦ Customer/Client Relationship Management ♦ Publicity & Promotions ♦ Liaison/Coordination

### PROFESSIONAL EXPERIENCE

#### MANAGING FACEBOOK PAGE

Since Aug 2016

#### Freelancer

- ⇒ Responsible for handling SEO and SEM for various sites. Accountable for writing Blog for different brand and companies.
- ⇒ Responsible for overall profitability of operations and accountable for strategic utilization and deployment of available resources to achieve organizational objectives.
- ⇒ Spearheaded the entire gamut of product management, strategy, and roadmap and streamlined the procedures to ensure achievement of targets. Strategy formulation and business development plans for the company, setting up all processes related to product management and creating the roadmap for the products.
- ⇒ Developed short and long term plans to meet business objectives and evaluated competitive activity, developed & implemented Marketing plans to counter competition.
- ⇒ Analyzed & reviewed the market response/ requirements and communicating the same to the marketing teams to ensure operational efficiency.
- ⇒ Involved in making fact-based decisions regarding marketing strategy to develop the product as a brand while designing effective and cost-efficient implementation programs based on Customer Analysis, Competitive Analysis, Collaborator Analysis and Industry & Company Analysis.
- ⇒ Efficiently handling Product Design & Development; Trend Analysis & Implementation; Vendor, Price & Lead-Time Planning

#### Assignments Handled

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