

PROFESSIONAL PROFILE

MBA from IIT Delhi with B. Tech in CSE with approximately **7 ½ YEARS OF OVERALL WORK EXPERIENCE** in Training, Consulting, planning, Strategy and execution in the field of Social media and Digital Marketing for clients from different industries and segments. Possess Comprehensive knowledge and expertise in different Tools and Techniques for Social media management, SEO, Search Engine Ads, Social media Ads, Content Management, Lead Generation, Marketing automation, Web Analytics

WORK EXPERIENCE**84 Months****Co-Founder: SkillzLearn, DM Tree****27 Months (Sep'14- Current)****Trainer & Consultant : Social Media Marketing**

- ❖ **Platforms:** Facebook, Twitter, LinkedIn, YouTube, Instagram, Google+
- ❖ **Clients:** **MediaTek, Simplilearn**, Rechargeitnow, Credihealth, Paras Hospitals, Earth Infrastructure, Times of India, PVR Cinemas
- ❖ **Trained Professionals:** Trained approximately 1500 professionals within the realm of past 2 and half years
- ❖ **Content Development:** Developed course content for various modules of Social Media Marketing inculcating academic theories thoroughly along with the best industrial practices based on latest trends and updates on platforms such as Facebook, LinkedIn, Twitter, Instagram, Google+, Youtube etc.
- ❖ **Content Moderation:** Kept a track of the dynamic social media marketing landscape and moderated/updated the content and course curriculum on a regular basis
- ❖ **Tailored Content for Audience:** Customized the content, presentation and training mechanism according to a highly specific audience like- Doctors, Real estate Consultants, Professional Trainers, Image Consultants etc. on different ways to use Facebook and other social media networks
- ❖ **Corporate Workshop:** Organized workshop on Social Media for companies with audience set including executives, middle level managers, senior managers and strategists
- ❖ **Academic Workshop:** Organized workshop for Students in business schools and engineering colleges to help them learn tactical and strategic skills in Social Media Marketing
- ❖ **Industrial Training:** Successfully conducted industrial training for Students in Engineering colleges with focus on learning skills through execution on LIVE summer projects during a tenure of two to three months
- ❖ **Classroom Training:** Trained a mixed audience of Students and Working professionals in the Social Media Marketing and Social Media through classroom courses through a right mix of Lectures, Case Studies, Hands-on experience of Tools & Techniques, LIVE projects and business mentoring
- ❖ **Online Webinar Training:** Trained a mixed audience of Students, freelancers and Working professionals in the Digital Marketing and Social Media through LIVE online webinar based courses classroom course through a right mix of Lectures, Case Studies, Hands-on experience of Tools & Techniques, LIVE projects and business mentoring

Trainer & Consultant : Digital and Performance Marketing**27 Months (Sep'14- Current)**

- ❖ **Content Development:** Developed course content for various modules of Digital Marketing inculcating academic theories thoroughly along with the best industrial practices based on latest trends and updates
- ❖ **Content Moderation:** Kept a track of the dynamic digital marketing landscape and moderated/updated the content and course curriculum on a regular basis
- ❖ **Tailored Content for Audience:** Customized the content, presentation and training mechanism according to a highly specific audience like- Doctors, Real estate Consultants, Professional Trainers, Image Consultants etc.
- ❖ **Corporate Workshop:** Organized workshop on Digital and Social Media for companies with audience set including executives, middle level managers, senior managers and strategists
- ❖ **Academic Workshop:** Organized workshop for Students in business schools and engineering colleges to help them learn tactical and strategic skills in Digital and Social media Marketing
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- ❖ **Start-up Consultancy:** Provided early state online growth marketing consultancy to Start-ups and businesses looking for online growth channels and other traditional channels of marketing and distribution
- ❖ **Digital Marketing Consultancy:** Provided Consultancy in Digital Marketing to wide range of firms including Startups, SME's and MNC's and guided their team to result driven Digital marketing activities for a better ROI

ARCHAYNE LABS – Digital Marketing and Content Management

30 Months (May'12- Aug' 14)

Manager – Digital Marketing

- ❖ **Social Media Marketing:** Developed Social media strategy for brand and synchronized the strategy across different channels
- ❖ **Social Media Marketing:** Managed posts, promoted offers and brand stories, monitored customer conversation and feedback with timely response and solutions on Social Media Sites like- Facebook, Twitter, Pinterest, LinkedIn, Google+, Slideshare etc
- ❖ **Social Media Marketing:** Extensively managed Tailored and multi-format paid and free campaigns on different channels like- Facebook, LinkedIn, Twitter, Pinterest, Google+, and Instagram etc.
- ❖ **Content Marketing:** Conceptualized and authored E-books, White papers, Blogs, Articles, Presentations and Webinars
- ❖ **Search Engine Optimization:** Conducted an extensive research on keywords, Directories and External links for Off-Page Optimization and **review** of the websites, their content, website structure, landing pages, Local SEO, internal linking SEO and HTML attributes for On-page optimization
- ❖ **Search Engine Optimization:** Prepared SEO worksheets to empower specialists at technical level and track the progress and organic results on different keywords to help refine the SEO Strategy
- ❖ **PPC Marketing:** Planned, developed, implemented and monitored Ad Campaigns on Social Media, Search Engines and Display Network sites to measure, analyze and evaluate their performance against goals and KPIs and ensured higher ROI
- ❖ **PPC Marketing:** Strategized and ideated the Content, Visuals and 'call-to-action' for different PPC campaigns, Text and Display Ads along with the Landing Pages and Auto-responders to maximize micro and macro conversions
- ❖ **PPC Marketing:** Kept an eye on keywords, Adgroups, Competition and Bid Amount to monitor, evaluate and improve an AD Campaign and executed testing of different Ad Campaigns before launching a full-fledged AD Campaign
- ❖ **Analytics:** Analyzed customer and traffic data from various sources – Search Engines, Text and Display Ads, Affiliates and Social Media to recommend insights and lead media planning to achieve Optimization and a higher ROI
- ❖ **Mail/Mobile Marketing:** Conceptualized the mailers and SMS promotions for Campaigns of Clients from different industries
- ❖ **Lead Generation and Conversion:** Offered Services and tracked progress to drive traffic and enable micro and macro conversions of customers on client's websites resulting in Direct Sales, User Registration and Subscriptions
- ❖ **Mail/Mobile Marketing:** Formed mailing Lists with relevant database of mail addresses and mobile numbers for SMS and Mail campaigns for corporate and institutions
- ❖ **Market Watch and Trend Analysis:** Developed, Maintained and Expanded the Customer base through feedback, market research and watch on trends and competitors and kept a track of emerging technologies and Solutions
- ❖ **Media Sales & Planning:** Scheduled and Prepared budget for New Media Strategy based on impact and goals for Digital Marketing through different channels and Gathered requirements from the clients and prepared Media Proposal accordingly for customized Services to enable a **high ROI** on minimum cost campaign for the business owners which helped them look beyond traditional marketing methods
- ❖ **Media Sales & Planning:** Sold Digital Marketing Services to SME's , Startups , Local and Small Businesses along with MNC's
- ❖ **Certifications and Tools Awareness:** Google Adwords, Google Analytics, Webmaster Tools, Hootsuite, Simplymeasured
- ❖ **Clientele:** Snap2door, westyle.in, tjori.com, chaayos, sheroes.in, Shephertz, Earth infrastructures, Corporate Edge etc.
- ❖ **Industry:** Start-ups, SMEs, Local Businesses from Real-estate, Food, Fashion & Lifestyle, E-commerce, IT etc.

Assistant System Engineer

- ❖ As a Backup **Project Leader** supervised a **team of 10** software professionals in a Customer Relationship Management (CRM) project for a top CRM vendor for one year
- ❖ As a **Quality Assurance Associate**, skillfully automated the test suites of testing project for a **Cloud-based CRM** project
- ❖ Managed **Customized 'Customer Portal Pages'** of a cloud based CRM system for the clients
- ❖ Prepared test case suites of 'Customer Portal Pages' of a cloud based CRM system for the clients
- ❖ Conceptualized a Social networking learning platform and different learning tools and applications for High Schools
- ❖ Conducted a review and offered feedback/suggestions for the improvement of design, content and workflow of the CRM product
- ❖ Conducted manual and automated **testing** of 'Customer Portal pages' on different **browsers** and **operating systems**
- ❖ Handled the **bugs management** by reporting the bugs to the developer and getting them fixed by them before new release
- ❖ Honed **skills** and gained **expertise** in various Test Execution and Test Management tools- QTP, Quality center, Bugzilla and Star
- ❖ **Drafted** Induction Manuals and functional documents for a **fortune 500 company's** cloud-based online CRM project
- ❖ Handled the **project management activities** and **Internal quality audit** of a project for more than one and half years
- ❖ As an **associate trainer**, conducted a training program and workshop of Automated testing for 25 employees

TRAININGS AND CERTIFICATIONS**CERTIFICATIONS**

GOOGLE ADWORDS certified Professional
GOOGLE ANALYTICS certified Professional
HOOTSUITE Certified Professional
HUBSPOT Certified Professional

TRAININGS

Colleges: IIT Delhi, FMS Delhi, Miranda House, MNIT Jaipur, IILM Gurgaon
Startups & SMBs: Rechargeitnow, Credihealth, Paras Hospitals, Earth Infrastructure
Companies: Times of India, Orris, Mediatek, PVR Cinemas

SUMMER INTERNSHIP**BASF Chemicals**

- ❖ Worked with the **world's largest** chemical company on a project named as "**KPI's for Transportation and warehousing**"
- ❖ **Identified KPI's** and conducted a thorough review of transporters and warehouses on different parameters and metrics through **surveys, interviews and secondary research**
- ❖ **Developed a prototype** of Transport Management System to **optimize** resources and **improve** performance in transportation & warehousing
- ❖ Helped in the formation of new **strategy** for warehouse locations and contract renewal of the Transporters
- ❖ Proposed a **saving of 3.93 Crores** annually through route optimization in transportation and cut down in the number of warehouses by **8%**

WINTER INTERNSHIP**99 labels**

- ❖ Worked with the marketing team of India's second Flash/Event Sales based Lifestyle E-commerce Startup
- ❖ Developed E-mailers and scheduled timing for the promotional offers, newsletters and campaigns
- ❖ Analyzed customer data and web analytics to implement focused and targeted marketing for different customer segments
- ❖ Focused on increasing brand advocates and their engagement through different quiz and promotional activities on Social Media
- ❖ Planned new activities for facebook page to predict and line-up Sales in accordance with the customer's needs
- ❖ Analyzed competitor's portals and supervised modifications in the check-out process to enhance customer experience

EDUCATIONAL QUALIFICATION

MBA	Department of Management Studies, I.I.T. Delhi	7.83/10(CGPA)
B.E (Computer Science)	KLE College of Engineering and Technology , Belgaum	61.6%
XII (CBSE)	Delhi Public School , Ranchi	52.60%
X (CBSE)	Rose Public School , Darbhanga	84.20%

LIVE PROJECTS AND PAPERS

CORPORATE LIVE PROJECTS

- ❖ **MOBIKWIK:** Prepared sales proposals for different clients and aggregators and pitched to developers and aggregators to build a portfolio of applications
- ❖ **ED FORA :** Conducted a proper study of different courses and modules for schools, colleges and competitive exams in India and accordingly developed marketing strategy for such products

ACADEMIC LIVE PROJECTS AND PAPERS

- ❖ Construct a framework for organization to help them implement a **Social CRM**
- ❖ Examine the implementation of **Social CRM** in Indian Organizations
- ❖ Integration of socialization and networking in improving the online shopping behavior of women customers
- ❖ Identify the attributes of brick and mortar shopping which can be extended to the online shopping to enhance the shopping experience of customers

POSITIONS OF RESPONSIBILITY HELD

- ❖ **CO-ORDINATOR, Fun@work :** Staged cultural and Sports Events for recreation on marked occasions and Festivals
- ❖ **Executive member , DAWN –** A welfare committee driving events and activities benefitting women employees
- ❖ **CO-ORDINATOR, Marketing Club -** Organized marketing events, academic activities , Guest Lectures and case study sessions
- ❖ **HEAD , Sponsorship committee-KLESCET:** Steered cultural and technical inter-college and intra-college events through funds raising and their proper management

ACHIEVEMENTS

CORPORATE

- ❖ **Two Client's Appreciation** certificate for the distinguished contribution in automation of a CRM and a banking project of a **fortune 500** company
- ❖ **Two TCS Gems** awards – An **award for excellence** at workplace – for successful completion of **pilot** CRM and Banking projects and **winning** the entire project from the competitor
- ❖ Maintained a **4-star rating** for **all** the **half-yearly** and **annual appraisals** in TCS

ACADEMIC

- ❖ **1ST prize** at a BUDGET ANALYSIS competition in BIMTECH, Noida
- ❖ **1st runner up** at “CASE IT UP”, a case study competition in **Delhi University**
- ❖ **Finalist** in Navkalpana , a PAN-IIT & IIM social business plan competition , at **IIT Roorkee**
- ❖ **Finalist** in B Company , a national level business plan competition , at **Delhi Technological University(Previously DCE)**
- ❖ **Certificate of participation** in Best Business Brains ,a business & marketing strategy event, at **NITIE, mumbai**
- ❖ **Finalist**,INEXPO'04 ,a national level paper presentation for a technical paper on “honey pots”
- ❖ **Certificate of Merit** in Achievement-cum-diagnostic test at Centre for Pedagogical studies in Mathematics