**Mohit Singhal  
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**CAREER SUMMARY**

* Currently serving as **Digital** **Marketing Manager** in an IT services & E-commerce company with extensive experience in Cross Team management.
* Being a tech savvy & management player achieving goals, revenue generation as per set goals is priority.
* My previous working history in **Consulting** & Digital Marketing holds result-driven specialization in **Paid Ads**, Project Delivery, Google Ads, Social Media, **Client Handling**, Native Ads**.**
* Experienced in **Ad-ops**, Yahoo-Bing, Organic Traffic Building, Programmatic Buying**,** RTB**,** SEM & SMO for different industries. Proficient in **Scrum Management**, Online Lead Generation, Microsoft Office Tools, **Long Term Client Relationships**.

**PROFESSIONAL SUMMARY**

* Client handling, managing client requirements, understanding functional process, nurturing companys’ revenue from clients & other prospects.
* Managing clients to get on-board & set-up the marketing software and campaigns as well.
* Online lead generations, keeping the avg. CPL in range, exploring new platforms for lead generation.
* Project deliveries & software presentations to prospects, dealing with client issues, acting as a bridge between client & development team.
* Ad Ops – Revenue generation Publisher side, traffic building, Advertiser side Ads placement, managing Return on Investment w-r-t spending.
* Cross Team Management - maintaining the work flow between teams for timely delivery of projects.
* Traffic buildingfromdifferent platforms **–** Yahoo, Gemini (Verizon), Taboola, Outbrain, Google display Ads, Mgid etc
* Native Ads, Push Ads, Pop Ads, Rich Media Ads, Text Ads & other formats for lead generation & traffic building. PPC - Paid Ads - FB campaigns, G-Ads, Landing pages for best lead/data collection.
* Budget allocation for digital channels.
* Managing clients & their Ad spends for more than $25,000 per day.
* Ad-copy writing, competitor analysis.
* Social Media Management, SEO vendor management, keyword ranking, organic ranking, traffic building.
* Marketing Automation with third party apps like Hootsuite, Mailchimp, etc.
* Offline promotional activities, ATL & BTL marketing knowledge.

**PROFESSIONAL EXPERIENCE**

**Present Org. :** SupportMart Global Services Pvt Ltd  
**Designation :** Marketing Consultant (e-commerce) **Duration :** Jan2020 – nCovid lockdown  
 **Ex-Organization :** PythaGurus Education Pvt Ltd  
**Designation :** Online Media Manager (International Studies) **Duration :** Oct2018 to Dec 2019  
 **Ex-Organization :** Metaminds Technologies Pvt. Ltd. ( Monde.Inc )  
**Designation :** Sr. Executive - PPC/SEM ( Exploretrip.com – US Travel – AD Ops) **Duration :** July2017 to Oct 2018 **Ex-Organization :** Xcelserv Solutions Pvt. Ltd  
**Designation :** Executive - PPC/SEM ( MyFlightSearch.com – US Travel ) **Duration :** July2016 to July 2017

**FREELANCE CONSULTING**

**1. Organization :** Z1 Media Ltd (Tech Start Up)  
 **Duration :** May2019 to May 2020  
 **Roles :** Campaign Manager (Ad Ops), Advertiser side, Publisher content  
 management, Ad creation, Traffic building, Revenue generation.

**2. Organization :** Rudra Enterprises (Event & Exhibitions Start Up)  
**Duration :** Jan 2018 to Oct 2019 **Roles :** For the exhibition I got **sponsorships of Rs.7-lakhs** ( Aditya Birla Group,  
 Restile, etc). Managed Operations, Online & Offline Marketing Activities,  
 Architect Association Tie-ups, etc.

**3. Organization :** **Impulse New Delhi (AHF India)**  
**Duration :** May 2015 to Apr 2020 **Roles :** Volunteer - We as volunteers help the managing team conduct the testing  
 and complete the event with safety, max entertainment & audience   
 satisfaction.

**TECHNICAL EFFICACIES**

* Saas understanding, Google Analytics, Keyword Editor, G-Webmaster Tool, Canva Designing
* Criteo, Remarketing Tools, Audience Insights, Thunderclap, Mailchimp, Wordpress, Go-daddy
* Completed Salesforce online course for Marketing & Sales Cloud – Administrator Role
* Undergone the sales and negotiations training workshops.

**PROFESSIONAL QUALIFICATION**

* **PGDM** - (2014-16)IMS Ghaziabad

Marketing & OperationsManagement **- Dual Specialization**  
Shortlisted for sales and marketing profiles with **BOSE INDIA** and **IDFC Bank** via campus placement program.

* **B.O. JOURNALISM & MASS COMMUNICATION -** (2011-14)GGSIP-University Delhi

Photography – Videography – Film making – Public Relations – Print & Radio Ads

* SSC NIOS
* HSC CBSE

**INTERNSHIP SYNOPSIS**

* **Organization :** Radico Khaitan Ltd ( Distillery )  
  **Designation :** Intern **-** Commercial Manager Asst. **Duration :** 1 May - 12 June 2015  
  **KRAs :** Operations of Radico Khaitan Ltd.
* **Organization Name :** Dainik Janwani ( Print Media House ) **Duration of Internship :** 10 June - 5 July 2012 **Title :** ToOverview the journalistactivities in a printing house. **KRAs :** Field Work of a journalist, How to view the matter unbiaslly.

**DECLARATION  
D.O.B.**: 22 – Jan –1992 **Address**: Ghaziabad , UP – 201001  
  
I hereby declare that the information provided above is true and the best of my knowledge.  
Date: Signature: