**ARPIT SONI**

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To utilize the best of my knowledge and skills to benefit the organization, while providing a learning atmosphere so that I can add value to the organizationI am working with & later in life to hold the envious position in the corporate world as to groom my personality by my management skills.

**WORK EXPERIENCE**

**Faberwork LLC Aug 2019 – Till Date**

**Designation – Digital Marketing Lead / Operations Lead**

**Project Name - RollingRadius / Pintailer / SwiftRepay / Services**

**Location- Jaipur**

**Major Responsibilities**-

* Analyze and assess the performance of online advertising campaigns and translate quantitative and qualitative data into recommendations and plans for revising the campaign strategy.
* Developing and executing the strategic digital marketing plan for lead generation in support of the brand and products, to meet revenue and client acquisition goals.
* Assist clients with meeting ROI expectations by performing ad copy tests and keyword analysis.
* Implements successful bidding strategies and effective keyword management.
* Continually monitor, revise, and optimize text as necessary.
* Communicate regularly with clients on status, timeline, budget deliverables performance reporting and analysis.
* Create, categorize and refine keyword lists to create a comprehensive campaign that drives qualified visitors to client websites.
* Planning and managing of all Organic media.
* Lead planning, development and strategy for various clients on national level.
* Developed and managed comprehensive media campaigns utilizing a mix of digital display & SEM.
* Prepared guidelines and negotiated with different types of clients.
* Mentor and train members of the team
* Builds and maintains remarketing camapaigns
* Creates custom Data Studio reports to allow for real-time insights and profitability analysis
* Use statistical analysis to draw conclusions about marketing campaigns and make recommendations accordingly.
* Experienced in the full suite of marketing disciplines, digital acquisition and performance marketing in B2B, B2C, education, non-profits/associations, and advocacy.
* Successful in leading, performance-based strategic campaigns
* Creates and implements effective digital marketing plans. Blogs, social media, email, digital advertising, research, social media, and other forms of marketing.
* Maintained and optimize company pages within each social media platform.
* Planned and coordinated sales meetings. Resolved administrative problems by analyzing information; identifying and communication solutions.
* Assisted in the coordination, supervision, and completion of special projects as appropriate.
* Answered customer inquiries and questions on all social channels.
* Actively planned and engaged with marketing campaigns. Provided support to the Associate team. Utilizing our CRM to provide data. Monitored and ensured the success of various marketing campaigns. Provided customer experience support.
* Assisted with marketing events to ensure customer engagement.

**Areas of expertise:**

Digital Marketing Strategy | Innovation | Digital Transformation | Personalization | Audience Management | CRM | Loyalty | Product Management

**Customer Acquisition & Customer Relationship Management (CRM)**

Search Engine Marketing (SEM) | Search Engine Optimization (SEO) | Programmatic and Display advertising | Email Marketing | Mobile Messaging | SMS |Social Media | Mobile App | Website/Digital

**Advertising and Marketing Technology**

CRM Onboarding | Data Management Platforms (DMP) | Analytics and Multi-Touch Attribution (Google Analytics)

**Vkalp Outsource Pvt Ltd Mar 2013 – Aug 2019**

**Process – Indiamart (LEAP)**

**Designation- Asst. Manager**

**Location- Jaipur**

**Major Responsibilities**-

* Assist the Team Leader in organizing, planning and implementing strategy
* Coordinate operations
* Ensure schedules and objectives are met
* Supervise and motivate staff
* Communicate with clients and evaluate their needs and specifications
* Create reports, analyze and interpret data
* Drive recruitment process and training & development
* Secure adherence to company’s policies and guidelines
* Prepare reports and maintain records of work accomplishments and administrative information, as required, and coordinate the preparation, presentation, and communication of work-related information to the Manager.
* Report to the Manager periodically on team and individual work accomplishments, problems, progress in mastering tasks and work processes, and individual and team training needs.
* Managing SLA or AL for the process day to day by doing RTA rigorously.
* Auditing the calls and giving effective feedbacks on a timely basis.
* Conducting huddle and coaching for the CSA and update them on time.
* Intercede with the supervisor on behalf of the team to inform the supervisor of performance management issues/problems and to recommend/request related actions, such as assignments, reassignments, promotions, tour of duty changes, peer reviews, and performance appraisals.
* Coach, facilitate, solve work problems, and participate in the work of the team.
* Observe training needs and relay training needs and requests to supervisor.
* Handling MSS overall (Manager self Service) on process level and publishing reports on the basis.

**Achievements-**

* Received cash awards for goals achieved.
* Won RNR as Team Leader of Month for the month of Sep’16 & Oct’16 & Jan’17.

**Trainings Completed-**

* Time Management
* Advanced Excel Management

**GENPACT Nov 2009 – Mar 2012**

**Designation- Process Devloper**

**Process – NAB**

**Location- Jaipur**

**Major Responsibilities**-

* Supporting client analysts with Financial information, analysis and data Meeting.
* Completion of each filing will be immediately published to the client's database.
* Updates himself regularly with Company policies & updates on Information Security Management System & process.
* Keep Company's and Customer information confidential and not disclose to unauthorized individuals and outsiders.
* Help Managers maintain secure environment at work.
* Create and Manage potential Customer Database and follow-up on E-Mail and Documents.
* Utilize MIS Skills and actively Manage Database.
* Maintained database for Broker & Relationship Partners validation on daily basis.
* Taking care of all new aligned employees to meet their accuracy targets and process knowledge.

**Achievements-**

* Received cash awards for goals achieved.
* Appreciated by Manager for meeting the monthly SLA’s.
* Won a Nab Got Talent in month of Jan & Mar’12.
* Trained 3 new employees in company.

**Trainings Completed-**

* BFSI
* Conflict Management
* Goal Setting
* Excel Management
* Time Management

**Ignious e-solution**

**Process - Vodafone Nov 2007- Oct 2009**

**Designation- Team Coordinator**

**Location- Jaipur**

**Major Responsibilities-**

* To lead the team from the front in constructive, effective, progressive manner to give them proper guidance and motivation.
* Handling the escalated customers and give them satisfactory responses.
* Create an environment oriented to trust, open communication, create a thinking and cohesive team effort.
* Provide necessary business and product information timely.
* To deal with customer complaints, queries and requests for information.
* Receive inbound calls from customers and give answers as per customer requirement.
* Provide quality customer service on every call.
* Discussion of every call with senior.
* Take quality feedback from Universal Coaches.

**ACADEMIC CREDENTIALS**

|  |  |  |
| --- | --- | --- |
| **Qualification** | **Institution** | **Passing Year** |
| MBA | Vivekanand Institute Of Management And Engineering | Pursuing |
| M Com | Rajasthan University | Pursuing |
| B. Com | Rajasthan University | 2008 |
| Intermediate | Adarsh Public School(Rajasthan Board) | 2005 |
| Matriculate | Adarsh Public School(Rajasthan Board) | 2003 |

**IT/Other SKILLS**

* Well versed with MS Office, Word, Excel, Power Point and Internet.
* Good knowledge of MIS (managing all required data by operation team)

**EXTRA CURRICULAR ACHIEVEMENTS**

* Won inter school dancing Championship.
* Won Basket Ball Competition.
* Won debate and writing competitions in school

**SPECIAL SKILLS**

* Good communication in English and Hindi.
* Good and quick learner.
* Enthusiastic and have a capacity to play an effective role as part of the organisation’s leadership and management plan.

**PERSONAL DETAILS**

**Date of Birth :** 19 Nov 1986

**Permanent Address:** Rampura Road, Sanganer, Jaipur (Rajasthan)

**Father name :** Late Mr. Satish Soni

**Marital Status :** Married

**Language known :** English, Hindi

**Date-**

**Place- ARPIT SONI**