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**PGDBM from NMIMS seeking for Integrated Corporate Digital & Direct marketing manager role**

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## Career Snapshot

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**Marketing Specialist with decade plus experience in Lead Generation through ATL & BTL Activities for B2B & B2C (BFSI vertical)**

### Lead Generation (Digital Marketing & Direct Marketing)

- ✓ **Website** – Design + Develop of internal portals/microsites, Corporate Website
- ✓ **SEO** – On page & Off Page, **Backlinks** generation via Quora writing, Forum & Guest Posting
- ✓ **Marketing Automations** – Promotional & Transactional communications, Webpush, Browser Push Notification, InApp & App Notifications
- ✓ **Paid Leads Generation** – Google Ads, Facebook Ads, Twitter Ads, LinkedIn Ads
- ✓ **CRM** – Lead Management & MIS Reporting
- ✓ **Social Medias** – Social Media Marketing for Brand Awareness
- ✓ **Events** – Event scouting & organising, Marketing Collaterals Design + Development + Content

## Organisational Experience

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**Nirmal Bang Securities (One of the leading full service stock broker)**  
AVP – Digital Marketing

**March 2019 – till date**

Successfully started a Digital Marketing Division that generates 3000 Leads p.m., at conversion rate of 4-5% (100 A/C Open + 50 Associates) at CPA of <Rs3000 from all below Digital Marketing activities (FC Included) Brokerage revenue generated from Digital Direct Clients was approx. Rs.1000 p.a. for the very First Year. The future trail commission & brokerage earnings from Direct Channel is expected be contributing up to 10-20% of P&L for retail broking arm of the organization.

- ✓ Set up a Digital Marketing team ensuring best ROI on Department KPI (Branding + Marketing + Leads) with help of team size of 12 (7 Full time + 5 Freelancers)
- ✓ Revamped website to best UX/UI standards that generate maximum traffic through on-page SEO
- ✓ Set internal standard processes for Calling team to ensure efficient TAT for Lead conversion
- ✓ Set CRM & Marketing Automation for database insights for cross sell & upsell
- ✓ Guided team for Performance Marketing & Lead Generation via SEO, Google Ads, paid social medias, events.
- ✓ Leading Corporate Brand Building through Social Media Management

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**Credence Analytics (India) Pvt Ltd (Leader in Treasury Software)**  
Marketing Manager

**July 2017 – Feb 2019**

- ✓ Websites & SEO, Social Media Marketing
- ✓ Preparing RFP, RFI, Commercial Proposals, Draft Proposals
- ✓ Marketing Collaterals (Print & Web media)
  - Presentations (Event, Product, Demo, Corporate), Handouts & Brochures (Road Shows, Product, Demo), Event Standees & Banners
- ✓ Content creation for Press Releases, Case Studies, Testimonials, Whitepapers, Mailers and Newsletters
- ✓ Vendors/Partners/SI & Alliances Management and all sales support activities

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**Miles Software Solutions (P) Ltd. (Leader in Wealth Management Software)**  
Assistant Manager – Marcom

**May 2015 – July 2017**

- ✓ **Digital marketing** (Design and Development of responsive website, Search Engine Optimization, Social Media Marketing and Mass Mailing)
- ✓ **Event Management, Brand Management, CRM Management**
- ✓ **Marketing Collaterals Design and Development**

**Neoteam Management Services Pvt Ltd (Marketing services start-up)**  
Operations Manager (Delivery)

**Nov 2013 – May 2015**

- ✓ Project Management for various clients eg. Aithent, Confiance, KloudKode, Sun Pharma, Candle Advisors, Nrups, Technology Holdings, Sparsa, Pioneer Group, Skill Arcade
- ✓ Project Management from requirement analysis to designing, coding, testing, de-bugging, documentation and implementation, Resource allocation etc

**3i Infotech Ltd., Mumbai (Global Software Solutions provider of for BFSI)**  
Associate Manager – Corporate Marketing

**Jun 2008 – Nov 2013**

- ✓ **Web Design** - Corporate Website & Knowledge Management Portal through SharePoint Designer CMS
- ✓ **Graphic Design** – Development of Marketing Collaterals (Brochures, Handouts, Print Advertisements, Pull-outs, Standees E-Mailer, Newsletters, Case Studies, Business Presentations, Ad-Banners, Business Cards, Envelopes, Dockets, CD Covers, Letter Heads and Certificates, Annual Reports).
- ✓ **UI Design & Develop** - Event and Product Demo, Application Walkthroughs, Prototypes in Flash and HTML (Audio – Visual demos)
- ✓ **Marketing Support** – Mass Mailing activities and Social Media Upkeep, Annual Reports, Brand Manual

**Rupeetalk Financial Services Pvt Ltd (Acquired by NetAmbit)**  
Team Manager - Web Designing

**Feb 2008 – Jun 2008**

- ✓ Development of Collaterals, Ad-Banners, E-Mailers, Web Pages, Presentations, Animated Pop-ups etc

**ICEM Communication Pvt Ltd (Web services consultant)**  
Team Manager - Web Designing, Developing & Consultation

**Jan 2007 – Jan 2008**

- ✓ Functioned as Web Consultant and designed various web portals through third party vendors.

**Web Space Design Studio (Web Graphic start-up organization)**  
Web Designer / Developer / Consultant

**Apr 2003 – Jan 2007**

- ✓ Actively involved in designing and developing many websites, microsites and logos.

**HCL Frontline Ltd (Presently HCL Infosystems)**  
Channel Partner Manager

**Apr 1995 – Oct 1997**

- ✓ Successfully handled direct & indirect marketing, event management, cold calling, etc.
- ✓ Effectively managed corporate accounts and channel partners.

### **Technical Expertise**

CRM	Zoho, LeadSquared
Marketing Automation	Netcore, MoEngage, Hubspot
SEO & Website Audit	Screaming Frog, SEMRush, GTMatrix, Moz
Graphic & Web Software	CorelDraw, Visual Studio Code, Adobe Dreamweaver CS6 (HTML / CSS), Adobe Photoshop, Javascript, Adobe Captivate, Ulead VideoStudio, Corel Videostudio, Adobe Flash, Action Scripting
Frameworks	WordPress & Bootstrap
Wireframes & Prototyping	Axure RP Pro 6.5, yEd

### **Scholastics**

- ✓ PGDBM from Narsee Monjee Institute of Management Studies, Mumbai in 2013.
- ✓ Multimedia Development from Arena Multimedia, Mumbai, India 2003.
- ✓ GNIIT from NIIT Institute, Mumbai, India 1996.
- ✓ B.Com. from Mithibai College, Mumbai, India in 1995.
- ✓ Human Factors International - Usability Design Analyst.

### **Personal Profile**

Date of Birth 17<sup>th</sup> February 1975  
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