



Rajat Aggarwal

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Seeking Managerial Level assignments in Operation Activities / Business Planning & Trainings/Customer Relation/Services with a growth oriented organisation.

WORK HISTORY:

Company – Alphaavittos (May, 2019 – Present)

Designation: Digital Marketing Manager

- Continually work on the Search Engine Optimization of the website(s), On-page and Off-Page.
- Maintain and develop CMS web pages.
- Working on Google Analytics, Google Webmaster and Google AdWords.
- Coordinating with Digital Marketing Team along with Content Writers and handling social media pages.
- Keyword Research from Google Ad-Words (keyword planner) and performing other back page activities.

Company – SBC Exports Ltd. (May, 2018 – Present)

Designation: Senior Digital Marketing Executive

- Handling Digital Marketing of Different Companies.
- Handling projects of Govt. and Non-govt. like provide Manpower to PSU's and Ministries through BECIL, NICSI.
- Handling projects of Corporate Sectors like Corporate Gifting and many more.
- Operation & Technical Services – To manage all branch operational activity, Team management, client services, client relations, customer complaints & feedback, existing client retention, corporate sales relating to B2B.
- Arrange Meetings through cold calling, mailing and convince sales through presentation.
- Business & Promotional Activities – To be participate business development, business promotions activities and build customer relation, quality assurance, handling customer complaints, queries and feedback with quick resolution, existing client retention etc.
- Team Management, Monitoring, Motivation, Planning, Marketing Strategy, Trainings.
- Quality Assurance.

Achievement: Awarded as Outstanding Performance as Bright Beginning of the Company.

Projects:

- <https://www.sunilhealthcare.com/>
- <http://www.kanyoga.com/>
- <http://www.talentshapers.net/>
- <http://sunlocfoods.com/>
- <https://wrapmygift.in/>
- <https://www.professionaltutions.com/>
- <https://www.vanguns.com/>
- <http://www.theartifygroup.com>
- <https://www.zanthey.com/>

Company – Export Services (May, 2017 – May, 2018)**Designation: Marketing Executive**

- Business expansion and Service related all the activities relating to B2B & B2C.
- Monitoring daily reports of sales with all lower subordinates daily task.
- Set, monitor and continually seek to improve customer service standards.
- Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analysing business developments and monitoring market trends.
- Providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction

Achievement: Awarded as Employee of the Month.

Professional Skills:

- Google Certifications
 - WORDPRESS AND ITS PLUGINS: Page Builder, Woo-commerce, All in One SEO, Chat Box.
 - SEO & SMO
 - Online Reputation Marketing
 - Brand Marketing
 - Google Ads and Web Analytics
 - Social Media and Video Marketing
 - Affiliate Marketing
 - Solving Management Case Studies
 - MS Office
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Workshops Attended

- Attended Government Certification two days training program on "Social Media Marketing"
 - Certificate of participation in workshop on "Marketing Essentials in the Digital Age"
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Core Competencies

Operation, Business Promotion & Customer Relation Assurance

- Analysing Business expansion and recommending modifications to enhance operational efficiency
- Monitoring adherence to quality systems & quality standards and maintaining requisite documents
- Identifying areas of quality failures and take steps to rectify the system.

Team Management

- Leading, mentoring & monitoring the performance of the team to ensure efficiency in explore the business
- Planning effective manpower deployment & works scheduling of qualified workforce; addressing training needs of staff to enhance skills and Business oriented & Customer relation efficiencies.

Channel Management

- Ensure quality & target achievement through channel management.
- Monitoring the performance and profitability of channel partners and to ensure work in system with the corporate laid parameters
- Identifying none & underperforming levels and initiating necessary & alternative steps to counter the issues.

Administrative management

- Develop proper communication with top management and with channel.
- Identify and develop new streams (Non-traditional parameters for target achievement on time).
- Utilize public information & personal network to develop business intelligent logistics for generating leads.
- Driving & monitoring local level promotional activities.
- Administrative Management of huge manpower chain along with troubleshooting issues.
- Developing good working environment for complete team.

Relationship Management

- Interfacing with top administration and team members.
- Managing top management & team relationships as well as assists for quality working with good relationship.

Strategic Analysis

- Conduct competitor's analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.

People Management

- Weakly review-channel productive work and operation in accordance with Officers.
- Assigning and finalizing annual, quarterly and monthly target to team members.
- Supervising, motivating and training of team to achieve organization goal.
- Ensure team compliance to sales processes and policies.

Operational Management

- Ensure smooth working with team and top management.
 - Addressing important issues with team on quality of product, product availability and service quality.
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Profile

- Customer Relation to ensure customer relation regularly about any type of query, Complaints & customer demands, customer requirement, Proper awareness about products & Services.
- Product Services to ensure maintain the relationship with customer and monitor the Product/service quality, fulfil the Services/material demands timely, Regular increasing the order value, short out the issues if any raised by client, taking care of collections.
- Build strong partnership with customers/vendors and anticipate their requirements and deliver accordingly.
- Manage goals, performance appraisals and career progression for the team members
- Monitor and deliver on agreed service level metrics
- Provide coaching and feedback to team members to enable them to improve their performance
- Assist new hires such that they are productive on the floor in the shortest possible time frame
- Client Interaction, where required at the level of Supervisors.
- Experience in handling HR Recruitment.
- Handling Government and non-government Projects.

Internships & Trainings

- Internship of Digital Marketing under Digital Technology Institute
 - Training of Finance in ISGEC Heavy Engineering Ltd
Work Profile – Manage Vouchers, fill C form , TDS form, Salary form, working under tally and excel.
 - Minor Training under Chartered Accountant.
Work Profile – Working under Tally and Excel. Manage clients information, Learn filing of Returns
 - Minor Training under Chartered Accountant.
Work Profile – Preparation of Income Tax Returns and Income Tax Challans, Manage Clients Information, and Make Financial Statements on Tally And Excel.
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Certified Project Report

- **Project Title :-**
Different Instruments of Capital Market (Secondary Market) in Yamuna Nagar.

Publication in Journal

- **Paper entitled** – Different Avenues of Capital Market (Secondary Market) available for investing in Yamuna Nagar.
 - **Journal** – International Research Journal of Management, IT and Social Sciences (IRJMIS), Vol.4 No.3 May, 2017.
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Certification Activities

- Digital Marketing
- Awarded as Outstanding Performance as Bright Beginning of the Company.
- Employee of the Month
- Passed exam of PMKVY
- Executive Member of Commerce Association
- Participated in Social Activities (Blood Donor etc.)
- Participated in Quiz & debates at University level.
- Participated in Quiz at Youth Festival.
- Participated in Business Plan at University Level.
- Published Research Paper In Journal

Achievement

- Class Representative (CR) in MBA.
- Member of Placement Cell.
- Member of NGOs.
- Active Member of women Study Cell

Hobbies

- Keep on writing for Journals and Research Papers
- Exploring new and Prospective Areas Of Research
- Playing Chess
- Interact with people
- Developing Skills
- Write Poetry

Strength

- Confident, Disciplined & team leader
- Flexible in new environment.
- Comprehensive problem solving abilities.
- Excellent verbal and written communication skills.
- Diplomatic

Professional Qualification

- Master in Business Administration (MBA) with specialization in Finance and Marketing from Kurukshetra University securing First Division in 2017.

Academic Qualifications

- Bachelor of Commerce (B.com) From Kurukshetra University securing First Division in 2015.
- Sen. Secondary from Central Board of Secondary Education securing securing First Division in 2012.
- Matriculation from Central Board of Secondary Education securing First Division in 2010

Personal Details

- Father's Name : Mr. Lalit Aggarwal
- Mother's Name : Mrs Sangeeta Rani
- Date of Birth : 15th Jan 1994
- Permanent Address : 759/1, Sarwar Mohalla , Jagadhri (Yamuna Nagar)
- Temporary Address : Malviya Nagar, New Delhi
- Marital Status : Unmarried

Other Details

- Languages known : Hindi, English & Punjabi
- Mob No. : 9068778484
- Email ID : aggarwalprofessional@gmail.com

Place: Jagadhri (YNR)

Date:

(Rajat Aggarwal)
