

Piyush Joshi

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Experienced Digital Marketing professional with extensive experience building, maintaining, and running successful digital marketing campaigns. Bringing forth broad marketing knowledge, coupled with focused campaign experience. Aimed at improving brand awareness and presence. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals.

Experience

Marketing Executive at Fan2Play

April 2022 - Present

- Developed creative designs for digital marketing campaigns that increased brand awareness.
- Developed creative concepts and designs for a variety of projects, including websites, print collateral, social media and digital marketing campaigns.
- Influencer marketing campaign to focus on brand awareness and registrations.
- Onboarded 500+ influencers and lead the influencer campaign with 200+ influencers during World Cup and IPL.
- Generated more than 3 cr through influencers campaign during World Cup and IPL.
- Handling budgeting and data analysis for the influencers and facebook campaigns.
- Implemented MS excel and MIS tools for data analysis.
- Coordinate with agencies for our affiliate marketing campaigns.
- Tracked metrics like, revenue, conversions, CPA, CPD, CPC, wagering, etc on daily basis.
- Managing and measure campaign level, ad-sets level and determine strategies according to it.
- Developing social media and influencer marketing campaigns for user acquisitions and retention achieving the ROAS of 7.
- Built customer retention campaign with facebook, instagram, telegram, SMS, and push notification.
- Maintaining the budget of Rs 50 K daily for facebook and Rs 5 lakhs monthly for influencers, with ROI of 150-200%.

Sales Operation Associate at Loconav

Sep 2021 - March 2022

- Working with KAM team to ensure our relationship with our clients and to get their requirements.
- Assisting the fleet owners and clients on their requirements with the services as, fleet management, GPS devices, insurance, etc.
- Managing the team of 5 subordinates for issuing the policies for the fleet owners & other vehicle owners on regular basis.
- Implemented MS excel and MIS tools for data analysis.
- Coordinating with on-field sales teams for the deliveries.
- Generated 1 cr+ through policies and 46 lakhs + through devices, etc..

Education

LM Thapar School of Management

- MBA - Marketing and HR

June 2019 - May 2021

BBD University

- BBA

June 2016 - May 2019

Skills

- Social media marketing
- Performance marketing
- Advertising
- Sales

- Influencer marketing
- Facebook Ad campaigns
- Brand management
- MIS