
CAREER SUMMARY

Founders Project Manager • Digital Marketing Specialist

- **An entry-level Marketing professional** with experience in a fast-paced startup contributing and delivering results to high growth of the organization by coordinating expertise and cross-functional business capabilities.
- **An Analytical & customer-centric individual** in the Business & Marketing field. Committed to providing high-quality service to clients and customers and supporting team members in doing so. Completed many projects and assignments with valuable suggestions.

PROFESSIONAL EXPERIENCE

Organization Name - Jeevitam, New Delhi

APR'2021 – OCT'2021

Jeevitam is a tech-enabled livelihood startup that helps entry-level jobseekers to get livelihood opportunities. Clients include big BFSI brands, startups, and tie-up with Govt. organizations CSRs, NGOs, and Skill development firms.

Job Title- Founders Project Manager

Joined Jeevitam to work in the founders' office as Founders project manager to manage projects and support founders. Worked in Sales & Operations department and got responsibilities of managing a few clients in the Startup domain to promote "Sales in a Box Service". Collaborated with founders and departments to improve and implement new activities to achieve high growth.

- **Managed multiple clients in the startup domain** and delivered data and personnel (tele callers, freelancers, field sales executives, etc.) for scaling their business with cost-effective solutions.
- **Lead a team of tele callers and mentored** them to follow best practices of tele calling & cold calling. Assigned leads on CRM and monthly targets to tele callers and tracked performance to ensure all targets are met.
- **Supported cofounders in various key activities**, planning online events & important projects to grow the startup. Worked on defining KPI (Key Performance Indicators) for evaluating tele caller performance and improving processes.
- **Prepared weekly/monthly project reports** and presentations for internal use and clients. Analyzed data to create charts/graphs and to get important insights for decision-making.
- **Coordinated with technology, operations, and project** office departments to develop new practices and processes. Implemented Robocalling data tracking process for better allocation of capacity and to improve its efficiency.
- **Shortlisted and screened candidates** according to customer needs and scheduled telephonic calls and interviews and completed the onboarding process. Ensured quality services and benefits are provided to customers.

Organization Name- Kalycito Coimbatore, Tamilnadu

APR'2020 – MAY'2020

Provider of Technology Solutions & Software Integration Services for digital transformation industry 4.0 projects and has clients in Europe and US.

Title- Digital Marketing Specialist (Summer Internship)

Joined Kalycito as an intern in our summer internship program to get some experience and learn new skills in the Digital Marketing field. Analyzed the company's website to improve its SEO performance compare to competitors and suggested various critical ideas using secondary research, user guides, manuals, etc.

- **Improved the website's performance in Google's** Search Engine Result Pages through analysis of Ranking & positioning, keyword research using SEO tools SEMrush, MOZ, Monitor backlink, backlinko, Ahrefs, ubersuggest, etc.
- **Performed competitor analysis and suggested Link building &** new content creation ideas. Analyzed the main competitors' backlink profile and their SEO performance for link building to improve the OFF Page SEO.
- **Completed ON-Page SEO of new pages of the website** and modified various SEO errors. Analyzed Websites of US System integration companies & related blogs to create content on popular topics for online courses.

Organization- SEARCH, Gadchiroli, Maharashtra

DEC'2019 – JAN'2020

An NGO working in the health and social sector and runs various programs for the development of its local community and youth empowerment.

Title- Intern (Field Immersion Module)

Interned at SEARCH for 3 weeks to help increase its reach and awareness among Youth looking for social development. Supported the team on improving visibility, funding strategies, and social media content.

- **Increased the NGO's (NIRMAN) reach** using social media marketing and SEO techniques.
- **Implemented social media strategies** to promote a video of a fellow NGO member on YouTube to become the most-watched video on the channel after 24 hours.
- **Designed and Delivered a Pitch presentation on NIRMAN** to pitch to funding Organizations and CSRs. Demonstrated the design for NIRMANee Campaigns, and different website pages of the NGO.

EDUCATION

Master of Business Administration, Marketing (2021)

Indian Institute of Management Nagpur

2.89 GPA

- *Specialized in Marketing and took courses such as Brand Management, Retail Management, Market Research, Sales & Distribution, Operations management, etc.*
- *Learnt and Used SWOT analysis framework to understand and analyze an organization's business and competitive position to develop the strategy.*
- *Shortlisted in west zone finals of Tata Crucible Hackathon Competition in Queue Management.*
- *Winning Team member in Optide 3.0 event organized by OPEX-Operations Club.*
- *Got the **second** rank in OscarFrenzy organized by Cineastes Movie-SIG, IIM Nagpur.*

Bachelors Of Engineering, Electronics & Communication (2016)

Ujjain Engineering College, Ujjain (M.P.)

6.92 CGPA

Achieved 8.33 SGPA in 8th semester of Engineering in 2016.

Higher Secondary (2012)

Sankalp Higher Secondary School, Sausar (M.P.)

88.80% in 2012

- Secured **1st rank** out of 100 students in Class 12th in 2012.

High School (2010)

Sankalp Higher Secondary School, Sausar (M.P.)

93.16% in 2010

- Awarded by Dist. Collector for securing 3rd rank in Chhindwara Dist.
- Scored 99 marks in Mathematics in the High School Exam.
- Achieved 2nd Rank in the district in Bhartiya Sanskriti Gyan Pariksha.

SKILLS

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|---------------------------|-----------------------------|----------------------------|
| ▪ Marketing & Sales | ▪ Business Analysis | ▪ Project Management |
| ▪ Digital Marketing & SEO | ▪ Data Analysis | ▪ PowerPoint Presentations |
| ▪ MS Office & Word | ▪ Advance MS Excel | ▪ SQL & PowerBi |
| ▪ Attention to detail | ▪ Secondary Market Research | ▪ Team Management |
| ▪ Strategy (SWOT) | ▪ Client Management | ▪ Collaboration |
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COURSES & CERTIFICATIONS

Digital Marketing Certification (2020)

- Understood the importance of different Digital marketing & SEO tools and concepts in Marketing.
- Learned about Social Media Marketing i.e., YouTube, Facebook, Instagram, LinkedIn, etc.
- Learned various Applications of Google AdWords, Analytics & email marketing, HTML, etc.

Marketing Analytics & Retail Course (2020)

- Learnt to calculate Customer Lifetime Value in different scenarios to increase profitability.
- Understood practical concepts of optimized price points along with RFM analysis.
- Practiced market forecast models with an estimation of seasonality and trend aspects of retail sales.

Structured Query Language (SQL) Course

- Learnt important concepts of DBMS, ETL, SQL, ER Diagram
- Practiced SQL queries and functions such as Create, Update, Delete, Insert, Auto Increment, Constraints, Operators, etc for Data storing, retrieving, updating, Filtering, Sorting, etc.

Excel Advance Course

- Practiced and worked on important formulae- Vlookup, Countif, Index, If, Ifs, Sumif, Average, etc.
- Learnt important features such as Graph, Chart, Pivot table, Conditional Formatting, Sort, Filter, What-If Analysis, Macros, etc.