

ABHISHEK DUBEY

+91 9111341191 - abhishek121me003@gmail.com
www.linkedin.com/in/abhishekDubeylinkdin
Jabalpur 482001 - MP

MARKETING MANAGER

Seasoned Marketing Manager with over 10 years of progressive experience in crafting and implementing successful marketing strategies. Proficient in leading high-performing teams to achieve ambitious business objectives. Expertise includes market research, brand development, and ROI-driven campaign management. Eager to contribute my skills and strategic vision to drive growth and elevate brand presence.

STRENGTHS AND EXPERTISE

Strategic Planning	Data-driven Decision	Team Leadership
Brand Development	Negotiation Skills	Communication
Lead Generation and Conversion	Client Relationship Management	Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Praadis Strategy Development & Technology Marketing Manager

April 2023 - Present

In my current role, I spearhead comprehensive marketing initiatives to elevate our company's brand presence and drive revenue growth. This involves seamlessly integrating online and offline strategies, coordinating with external agencies, and executing promotional activities in Corporate Society Campuses and Malls.

Job Responsibilities :

- Spearheaded IT product marketing initiatives, focusing on corporate clients and delivering specialized mobile applications and web solutions. Offerings included School Program Applications, Project Management Solutions, Marketing Services, and E-commerce Websites, showcasing a commitment to meeting diverse client needs.
- Led comprehensive brand marketing efforts, overseeing content creation and promotion across B2B, BTL, ATL, Social Media, App, and Site channels. Achieved a daily average of 60-80 leads from BTL and 150-200 leads from social media campaigns.
- Successfully enlisted over 500 A+ category schools for the Science Olympiad in Madhya Pradesh and Chhattisgarh, achieving participation from a student base exceeding 6 lakh.
- Collaborated with Sales Managers to enhance lead conversion, employing a comprehensive follow-up approach and conducting regular audits to optimize lead utilization.
- Demonstrated adept coordination and execution skills in managing promotional campaigns with various agencies, including Danik Bhaskar, Rajasthan Patrika, and Times of India.
- Spearheaded successful corporate events for product promotions in collaboration with renowned companies such as Hyundai and Reliance Jio, as well as esteemed sports academies including Narmada Cricket Club and Jabalpur Shooting Academy.
- Expanded marketing initiatives globally, with a particular focus on Dubai, effectively communicating and promoting educational services to an international audience. Aligned efforts with company KPIs and goals, ensuring clear and transparent communication to provide accurate and comprehensive information about educational services to students and parents.

This role encompasses a diverse range of responsibilities, showcasing my proficiency in executing end-to-end marketing strategies and contributing to the global expansion of our services.

Freelance Project With IIT Kanpur Marketing Manager

December 2023 - January 2024

This experience showcases effective project management, client relations, and commitment to fostering academic excellence through innovative initiatives.

Job Responsibilities :

- Successfully onboarded top A+ category schools in this project, demonstrating effective client acquisition skills.
- Facilitate online exams for IIT Kanpur every Monday, with a nominal fee of 600/-.
- Conducted exams result in identifying successful students, who then receive a 15-day AI model training at IIT Kanpur.
- As a unique incentive, every district topper is awarded a MacBook, promoting academic excellence and technological proficiency.

Job Responsibilities :

- Held the responsibility for managing 6 BYJU'S Tuition Centers, overseeing marketing activities aimed at driving student enrollments. Achieved a monthly conversion ratio ranging from 8% to 10%.
- Successfully collaborated with various agencies such as Dainik Bhaskar, Times of India, etc., optimizing execution strategies to enhance conversion rates.
- We engaged in B2B & BTL collaborations to conduct school exams, holding meetings with district education officials and sharing exam links across the entire district. Additionally, we collaborated with private school directors and principals to facilitate the sharing of exam links.
- I have conducted seminars for Aakash Institute at various schools, both in urban and rural areas, with the primary objective of enrolling students for IIT and NEET exams. These seminars spanned across premium category schools in cities and villages, aiming to reach students from all backgrounds.

Concentrix - Tata Tally Service

Senior Advisor

August 2017 - September 2018

Accomplishments:

- Served as a Senior Advisor at Concentrix, specializing in the Tata Tally Service Project.
- Conducted customer interactions via phone, facilitating renewals, fixing meetings, and assigning customer profiles to the sales team for further engagement.
- Executed effective communication strategies to enable sales personnel to engage with customers professionally.
- Offered a range of services, including Internet lease line, PRI service, MPLS service, vehicle tracking devices, etc.
- This role involved a dynamic mix of B2B engagement, customer service, and sales support within the Tata Tally Service Project at Concentrix.
- Suspendisse ornare purus ut viverra semper. Vestibulum ante ipsum primis in faucibus orci luctus.

Strategic Business Development & Operations Management - 2012 (To) 2017

- Spearheaded the development of a successful family-owned grocery store, engaging with popular agencies like **Lays, Britannia, Parle, Patanjali, Amul, Dabur, and Nivea**.
- Orchestrated the sale of agency products to both wholesale and retail customers, showcasing adept negotiation and communication skills.
- Established and managed our retail store, diversifying our business operations and increasing market presence.
- Demonstrated expertise in product management and maintained strong relationships with agencies, contributing to the store's growth.
- Implemented strategic sales techniques, from procurement to customer service, resulting in increased revenue and operational efficiency.

EDUCATION

2021 - 2024 | UPES Petroleum University In Dehradun

Master Of Business Administration - logistics and supply chain management

2012 - 2016 | Takshshila Institute Of Engineering & Technology

Bachelor Of Engineering - Mechanical Engineering

Certifications

Data Analytics certified

Data Privacy and Confidentiality Certified