

SHIVAM SINGH

DIGITAL MARKETING MANAGER

Goal-oriented marketing expert with natural talents in developing and implementing successful strategies, driving profits, increasing market shares and strengthening customer dominance. Hardworking, performance-oriented leader offering proven expertise in project development, team supervision and campaign enhancement. Prepared to learn and take on challenging position with opportunity to make lasting impact on company and customer success.

CAREER OBJECTIVE

To achieve success in the field of digital marketing and grow with the organization

- Strategic analysis
- Keyword research and analysis
- Email marketing
- SEO (Search Engine Optimization)
- PPC advertisements
- E-marketing plan and content development for email marketing and PPC advertisement
- Automation Marketing

EXPERIENCE

June 2019– current

QUANTUM GAMING COMPANY, NEW DELHI

AFFILIATE MARKETER, BUSINESS STRATEGIST AND TEAM MANAGER

- Have organised Affiliate marketing events and campaigns.
- Managing a team of 25 employees for future optimization program
- Worked as a business strategist/manager for creating new inventive business strategies.
- Collaborated with product development team to effectively modernize and update promotions.
- Exceeded sales goals by effectively applying analysed data to marketing campaigns and sharing data interdepartmentally.
- Optimized advertising efforts by developing content for media relations, corporate communications and posts.
- Studied demographic data to determine optimal targets, competitor offerings and tactics for persuasion.
- Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.
- Informed supervisors and company leaders on markets and regional sales needs to best meet customer needs and maximize revenue.

Resourceful Marketing/Business Leader that can successfully execute strategic marketing initiatives and effective brand management in both domestic and international markets.

Proficient in marketing strategy, international business development, and project management.

Possesses a strong work ethic, as well as exceptional communication, time management, and research skills. Fluent in English and Hindi

Focused marketing manager with a thorough understanding of social media, content marketing, customer engagement and community building strategies.



ADDRESS

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SKILLS

- Business Management
- Digital marketing strategy
- Lead generation
- Web Analytics
- Video Production
- Social Media Marketing
- Emerging Technologies
- Budgeting & Planning
- Audio/Video Editing
- Customer Engagement
- Brand Building
- Content Creation
- Process Reengineering
- Corporate Communications
- Software's-MS Office, Adobe Creative Cloud
- Copywriting expertise
- Sales Forecasting
- Pricing Structures
- Campaign Development
- Branding
- Market Analysis
- Fact checking
- Database Management
- Strategic Planning
- Research Methods
- Data Entry

- Developed campaigns and specific marketing strategies for clients.
- Wrote engaging and successful marketing, advertising and website copy.
- Created documentation outlining research findings for use by project managers, customers and other marketing staff to make accurate decisions about future plans.
- Monitored data and made adjustments to marketing campaigns, resulting in increase in sales.
- Coordinated with social media, public relations and other teams to execute product introductions.
- Forecasted marketing trends based on previous data to adjust campaigns and maximize sales.
- Tracked key metrics and developed spreadsheets and data models.
- Identified appropriate marketing channels and target customers for campaigns.
- Collected data using various research methods to broaden results and optimize marketing strategies.
- Planned and executed events and marketing programs, producing times goal of qualified leads.
- Trained entry-level and data analysts on company protocols, best practices and procedures.
- Completed in-depth reviews of market conditions and customer preferences for products.
- Recorded data in databases, streamlining analysis procedures for efficiency and accuracy.
- Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation and adjusting production schedules.
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
- Implemented updated procedures to rectify issues in data collection and analysis
- Mentored and guided executive team during business development decision-making to optimize profitability, marketing strategy and communications planning.
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.

- Graphic Design
- Customer Demographics
- Analytics and SEO
- Statistics/Mathematically able to enhance a company's business proposals
- General future conceptualization & business enhancement strategist
- Good English Vocabulary and Communication skills
- Content Knowledge
- Content Reading/Writing
- PR (Online &Offline Promotions)
- Excel technical knowledge and gadget/app related information

INTERPERSONAL SKILLS

- Good orator
- Good communication skills
- Creative
- Critical Thinking
- Leadership skills
- Teamwork
- Time Management
- Focused

June 2017– July 2019

BARRON BROTHERS LLP, PUNE, MAHARASHTRA

BUSINESS DEVELOPMENT EXECUTIVE, DIGITAL MARKETING MANAGER

- Marketing events via offline marketing strategies and business development planning.
- Verified client messages were answered within hours to establish quick and effective issue resolution.
- Provided digital marketing solutions to Gaming businesses.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Managed relationships with high-profile clients and translated marketing and offline needs into results-driven strategies.
- Led and managed talented teams to plan and implement project tasks meeting timelines and exceeding expectations.
- Proactively engaged with clients by phone, email and in-person, which helped established long-term, lucrative relationships.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Analysed and reported offline and online media marketing campaign results.
- Increased customer engagement through offline marketing skills.
- Analysed competitor pages to locate backlink and keyword opportunities.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Utilized techniques such as cold calling, networking and prospecting to develop new leads.
- Monitored return on investment of online and social media marketing efforts.
- Evaluated monthly performance statistics and used data to inform future strategies.
- Managed social media accounts for clients, generating interest for existing and upcoming product or service releases.
- Tracked innovations in social media and worked with key functional groups to adopt emerging technology.
- Outlined channel goals across brands and digital platforms, including store systems, web, mobile and marketing systems.
- Evaluated business requirements, leveraging information to forecast feature costs relating to hardware, software and consulting.
- Created social media content with consistent content and tone.
- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action enhance client success.

- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.

DUTIES AS A BUSINESS DEVELOPMENT EXECUTIVE

- Directed product development efforts using specific tools to increase sales and overall company productivity.
- Identified market product demands and customer trends to bring in new customers and retain existing ones for sustainable profits.
- Managed day-to-day business operations, including accounting, finance, HR, marketing and public relations.
- Managed 25-member team in sales and service operations.
- Developed inaugural incentive performance plan, motivating staff and achieving increase in sales.
- Spearheaded business operations by consistently seeking methods to improve profitability through cost containment, efficiency improvements and revenue generation.
- Chaired weekly meetings with executive leadership to identify opportunities for improvement, establish milestones and tailor products to individual markets.
- Reviewed sales and expense records to make proactive adjustments to policies and procedures.
- Worked with sales representatives to develop strong customer connections with company teams and promote long-lasting relationships.
- Spearheaded overhaul of company best practices, leading to significantly increased staff retention rates and top-ranking as industry leader.
- Created, managed and executed business plan and communicated company vision and objectives to motivate teams.
- Standardized employee training, improved worker knowledge and increased customer satisfaction
- Hired exceptional candidates and effectively lead staff to maximize productivity and eliminate process lags.
- Brought in new business connections and revenue generation opportunities by improving networking strategies.

Jan 2016– June 2017

FORTUITY GAMING(ESSEL GROUP), BANGALORE, KARNATAKA

DIGITAL MARKETING STRATEGIST

- Oversaw numerous online social media campaigns, including creating and deploying content, engaging with target audiences and boosting reach with strategic ad placements.
- Leveraged tracking data to segment target audiences, trigger campaigns and personalize content.
- Improved click-through rates, conversion and other important KPIs with strategic approach.
- Collaborated cross-functionally with sales, engineering and product management teams to accomplish shared goals.
- Managed digital projects end-to-end, from initial conceptualizing through final implementation and live monitoring.
- Worked effectively under constant pressure of simultaneous project milestones and deliverable deadlines.
- Optimized social media channels and web pages to improve SEO and usability.
- Collaborated effectively with advertising and media specialized to boost results from strategic campaigns.
- Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
- Boosted brand awareness by establishing strong web and social media presence.
- Created wide range of digital assets such as rich media online ads and micro websites.
- Delivered effective and innovative digital campaigns for products
- Built, implemented and updated effective SEO strategies.
- Helped clients develop website portals and social media pages to promote businesses.
- Maintained continuous check on metrics, optimizing and enhancing campaigns based on current trend data.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Developed paid client ads for use on diverse social media platforms
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Drove operational improvements which resulted in savings and improved profit margins.
- Resolved problems, improved operations and provided exceptional client support.
- Monitored social media and online sources for industry trends.
- Developed team communications and information
- Led team in delivery of project
- Resolved conflicts and negotiated mutually beneficial agreements between parties.
- Worked with customers to understand needs and provide service.

- Increased customer satisfaction by resolving product issues.
- Devoted special emphasis to punctuality and worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately.
- Managed quality assurance program, including on-site evaluations, internal audits and customer surveys.
- Handled calls per timeframe to address customer inquiries and concerns.

EDUCATION

SCHOOL

Don Bosco School
Patna, Bihar
Stream- Science Batch-2013

COLLEGE

BACHELORS IN BUSINESS ADMINISTRATION, SRK University, Bhopal

ACHIEVEMENTS/COURSES

- PR Certificate in Management
- Digital Online Course-Udemy
- Attended various webinars regarding Digital Marketing Strategies mainly: -
 - 1)Digital Marketing hosted by SEMrush
 - 2)Search Engine Optimization hosted by Search Engine Journal
 - Public Relations hosted by Cision
 - 3)Web Analytics hosted by Kissmetrics
 - 4)Conversion Rate Optimization hosted by Unbounce
 - 5)Online Marketing hosted by HubSpot
- Attended various TED Talks such as –
 - 1) “The Tribes We Lead” by Seth Godin,
 - 2) “How to Start a Movement” by Derek Sivers
 - 3) “Where Good Ideas Come From” by Steven Johnson
 - 4) “How Algorithms Shape our World” by Kevin Slavin
 - 5) “The Story of a Page Not Found” by Renny Gleeson
- Lessons from a Life in Digital Marketing by Siddharth Lal
- Digital Lessons by Professor Scott Galloway on “How Amazon, Apple, Facebook and Google Manipulate Our Emotions”
- Business Strategy Webinar on “How to use Social Data to uncover Insights About Your Brand” by Claudia Valdez
- Attended a talk by Niti Bhan “The hidden opportunities of the informal economy”
- Seminar on discussion of the talk by Martin Reeves “Your strategy needs a strategy”

Thank you for your time and patience. I hope I am able to fulfil the needs for the position in your prestigious company.