

Amit Sharma

Business Development | Sales | Strategy | Digital Marketing

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EXPERIENCE

Read Colors Technologies, Gurgaon — Sales Associate

July 2019 - Dec 2019

Identify potential clients in the target market and complete appropriate research on the perspective of the client's business.

Develop relationships with prospective clients while maintaining existing client's relationships.

Generate new leads for web designing, app development, branding, and digital marketing.

Profiliad Media Pvt. Ltd., Gurgaon — Affiliate Manager

Dec 2017 - Apr 2019

Worked with global publishers to drive sales, app installs, leads, and other performance marketing goals.

Optimizing and monitoring campaigns with proper media planning that drive maximum ROI.

Finding new affiliates to promote campaigns across various industries like healthcare, education, automobile, BFSI, and more.

Digiversal Consultant, Noida — Content Strategist

May 2017 - Nov 2017

Develop and Implement effective content strategies to meet client's brief across all necessary touch points.

Maximizing advertising efforts by developing content for media relations, corporate communications, and social media posts.

Drive content effectiveness through developing & leveraging insights from planning to optimization.

Saffron Tech. Pvt. Ltd., New Delhi, Content Writer

Dec 2017 - Apr 2019

Write SEO friendly content for campaigns, classified, blogs, social media, newsletter and other content marketing channels

Conduct Proper research for a variety of topics from different industries such as finance, media, fashion, and more.

Coordinate with other writers, publishers, and campaign managers for content creation purposes.

CAREER OBJECTIVE

To utilize my interpersonal skills in achieving goals of a reputed company that focus on customer satisfaction.

CAREER SUMMARY

A strategic and resourceful individual with more than 3 years of hands on experience in digital space.

TECHNICAL SKILLS

Business Development
Project Management
Account Management
Performance Marketing
Social Media Marketing
Content Marketing
Google Analytics
Copywriting

EDUCATION

B.tech Mech. - 2011-15
Kurukshetra University

High School - 2005-11
OSDAV Public School, ktl.

