
Anshul Singh Jat

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CAREER OBJECTIVE

Experienced ROI and conversion driven Digital Marketing professional with a track record of conceptualizing and aggressively implementing digital marketing initiatives to drive brand visibility and growth. Highly skilled in executing content strategy and online marketing campaigns to deliver compelling business value to key stakeholders. On a personal level I am passionate about the role that digital and social channels can play in helping companies to succeed.

SKILLS

- Social Media Marketing
 - Facebook Marketing
 - Instagram Marketing
 - Twitter Marketing
- Website Traffic Enhancement
- Traffic Acquisition
- Campaign Management
- Brand Management
- Funnel Management
- Pay-Per-Click Advertising (PPC)
- Creative Skills
- Conversion Rate Optimization (CRO)
- Market Research
- Inventory Management
- Relationship Management
- Vendor Sourcing & Negotiation

EXPERIENCE

NinjaMakers (A Hocket Subsidiary) - Digital Marketing Executive

March 2019 - December 2020

- Led the marketing department with a responsibility to set up the marketing strategy (market definition, segmentation, value management and targeting) from scratch.
- Establishing, delivering and monitoring campaigns and lead lifecycle to execute personalisation and targeting opportunities and ensure goals and make sure targets are met.
- Provided market research, forecasts, campaign results, and consumer trends.
- Scheduled and assisted the creative team to produce social media content/adverts for SMM across facebook platforms and channels.
- Collaborated with business development and sales teams to ensure company-wide branding consistency.
- Maintained brand innovation and kept abreast of the latest social media trends.

Achievements:

- Increased lead generation on an average 30% month on month to meet the targets.
Reduced CPR by 34% and CAC by 23%.

Hocket Rentals - Operation Manager

August 2018 - February 2019

- Leveraged planning knowledge to drive supply chain activities through the creation, modification, and implementation of production plans.
- Encouraged timely and relevant audits and inventory procedures as necessary.
- Managed inventory through placing orders for products and accessories.
- Accommodated vendors with stock queries and product launches.
- Managed inventory through placing orders for products and accessories.
- Managed all warehouse laborer duties including picking, packing, counting, record keeping, and maintaining a clean area.

Achievements:

- Shifted the company's supply chain from an asset heavy model to an asset light model according to the updated business model which reduced ROI by 75% in 2 months.

Shriram General Insurance - Claim Executive

May 2018 - July 2018

Worked as Claim Executive for Loan repayment of Customers. Also, played a major role in the operations department.

EDUCATIONAL QUALIFICATION

Global Institute of Technology, Jaipur - B. Tech (Electronics and Communication Engineering)

JULY 2014 - MAY 2018

Percentage : 67.8%.

Was event coordinator in Pallavan.

Bhartiya Sr, Sec. School, Sikar - XII

MAY 2013 - MAY 2014

Passed with 70% in RBSE Examination

Alpha Public Sr. Sec, School, Kawai - X

MAY 2010 - MAY 2011

Passed with 60.5% in RBSE Examination

INDUSTRIAL TRAINING

RMG Alloy Steel, Gujarat

June 2018 –July 2018

Undergone 60 days industrial training at ‘RMG Alloy Steel,Gujarat’.

WORKSHOPS/SEMINARS/CERTIFICATIONS

- **Certified for “Fundamentals of Digital Marketing” By Google.**
Licence No: UGC 57E 2K4
- **Certified for “Facebook Ads and Marketing” By Udemy.**
Licence No: UC-f377fb08-0939-476f-aaff-8be701975bd4
- **Certified for “Inbound” By Hubspot Academy.**
Licence No: afd6038c87f043eb87dc80d85e65fa9d-1609181004932
- **Certified for “Inbound Marketing” By Hubspot Academy.**
Licence No: 2c93a357f81e494da4044532ae962761-1609418015087
- **Certified for “Google Display Ads” By Google.**
Licence No: 65203529
- **Certified for “Google Ads App” By Google.**
Licence No: 65203574
- **Six months of certified training by Technoglobe on PLC SCADA, IOT, PCB designing.**
- **Attended workshop on IOT and it is certified by MSME.**
- **Involved in social activities like Blood donation camp.**