

Meenakshi Kalyani

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To utilize my skills and abilities in the best possible way within a progressive organization thereby, setting high standards and to be an asset to the company. To work as a digital marketing manager in a challenging & diverse environment. To continue to expand knowledge and expertise with additional experience, studies & training.

PROFILE SUMMARY

A Marketing Lead with effective experience in Inbound marketing as well as Team/Operations Management. Overall experience of 14 years in IT, Content Writing and Management and Marketing. Proficient at creating marketing strategies, marketing campaigns, brand positioning, reporting and analytics to drive company growth through effective and convincing marketing plans.

CAREER REVIEW

OpenXcell Technologies

Feb 2020- Current

Marketing Lead - Inbound

Key Deliverables:

- Analyse market trends and track customer behavior.
- Identify brand positioning and target audience to develop marketing strategy for different distribution channels.
- Analyse conversions, traffic, and future trends to build content distribution strategies using G3 Analytics and Hubspot.
- Develop analytics reports and propose tactics for further strategy improvements.
- Conceptualize and align multichannel campaigns for proper message roll outs
- Communicate with Senior management about marketing budgets and develop a well-thought-out content deliverables.
- Manage SEO as well as Content team and organize a proper process to align them for a common goal.
- Effective team building activities for the growth of team members.
- Develop Content Marketing Calendar and define strategies for different types of deliverables like, guestblogs, review management, website reformation, case studies, press releases, forms, for enhanced lead generation.
- Work on ahref to identify competitor tactics and backlinks for identifying marketing gaps.

Skills:

- Hands-on experience of Ahrefs, Hubspot
- Google Search Console, Trends and Keyword Planner experience
- Effective Team Management
- Organization of tasks for SEO and Content teams
- Marketing Goals Setting & Review
- Social Media Optimization (SMO)
- Search Engine Optimization (SEM)
- Sales Collaterals Generation
- Marketing Collaterals Generation

Mike Sierra Healthcare Pvt. Ltd.

February 2018- Oct 2019

Content Writer

Key Deliverables:

- Develop SEO related marketing content
- Develop content on pet diseases & pet healthcare & ensure liaison with the marketing & SEO teams to promote pet healthcare products
- Write product reviews, testimonials & press releases to attract customers & thus generate sales

Content Shrub**July 2017- February 2018**

Content Writer cum Digital Conceptualizer

Key Deliverables:**Writer**

- Developing subject ideas, drawing on persona interests & tropical issues.
- Researching material by searching internet, personal interviews & other methods writing & rewriting material, often many times, to achieve the desired effects.
- Submitting the commissioned material in the style required & to deadline
- Receiving feedback & criticism, & revising work as a result
- Researching the potential market for their writing & pursuing publishing opportunities

Digital Media Conceptualizer

- Work in tandem with client servicing/business development to develop new idea & concepts as part of the marketing strategy.
- Design creative marketing campaigns for social media
- Conceptualize the content & provide end to end solution based on the creative brief.
- Work closely with the design team to take the concept to the next level & aid in its visualization process
- Provide campaign analytics from social media

Out Of the Box**March 2017 – July 2017**

Copywriter & Client Servicing Manager

Key Deliverables:

- Relationship management of key clients, providing the main point of contact for project requests
- Responsible for service review meetings
- Regular review and improvement of client service processes
- Working closely with internal teams of graphic designers to ensure client KPI's are met
- Partnering with operations teams and reviewing operational processes to ensure that all are fully engaged in providing effective support for clients
- Lead and facilitate weekly client meetings, track deliverables, resolve service issues, and collaborate with both internal departments as well as third party carriers.

Wipro Technologies**September 2011 – February 2015**

Associate Consultant – Information Systems and Security

Key Deliverables:

- Formalize the approach to create, manage and accept security exceptions within the organization through an exception request process.
- Notify the stakeholders of process for intended actions on pending requests.
- Flexible work flow based on the priority of the request.
- Reminder notifications at the set interval before the next review date.
- Exception renewal and re-approval workflow.
- Use core solution of Archer to implement the process and customize as required.
- Involved in Designing, developing and testing of this application using Archer.
- Created fields required to customize core application and Solution for capturing the user basic information
- Developing and Testing the application –Events, Notifications
- Access Control: Implemented application level, record level and field level access

- Created calculated fields.
- Creating workflow and Events & Notifications to support the workflow process
- Developing Dashboards - Workspace, iView's and Reports

ACADEMICS

Amity University, Lucknow – 2011

Bachelor of Bio-Technology

City Montessori, Lucknow – 2006

Schooling

Activities, Initiatives and Sports

- Organized and spearheaded an information security drive in Wipro for Phishing activities.
- Attended seminars on Digital India drive which focused on security & threats, organizations would be facing in the coming decade.
- Social cause for helping financially deprived children in their studies.
- Listening music, reading, cooking and singing.

Personal

- Female, Indian Citizen, born 1988