Pratik Parekh Senior Sales and Marketing Analyst (SaaS Product / Service) | Market Research Specialist

Mobile No: - +91-9662818856 Email Id: - pratikparekh898@gmail.com

LinkedIn Profile URL: - https://www.linkedin.com/in/pratik-parekh-574584179/

Summary

An exceptional Senior Sales and Marketing strategist with a distinguished track record of over 8 years, recognized for pioneering transformative initiatives that reshape the EMEA market landscape. Fuelled by an unwavering passion for innovation and a relentless pursuit of excellence, adept at conceptualizing and executing visionary demand generation strategies that drive unparalleled business growth. Leveraging a sophisticated blend of strategic acumen and technological prowess, consistently surpassing expectations, and setting new benchmarks for success. A dynamic leader and mentor, celebrated for inspiring and empowering teams to achieve extraordinary results. Equipped with a keen analytical mindset and an insatiable thirst for knowledge, dedicated to leveraging data-driven insights to fuel continuous improvement and strategic refinement. A collaborative visionary, adept at forging synergistic partnerships across functions to drive holistic, customer-centric initiatives that define industry best practices and shape future trajectories of success.

Education

Manav Bharti University | Sultanpur, Himachal Pradesh
B. Tech in Computer Science Engineering | 03/2016
I am proud to have graduated summa cum laude with a GPA exceeding 6.7, showcasing my dedication to academic. Excellence and a commitment to consistently surpassing expectations.

Nirma University | Ahmedabad, Gujarat
Diploma In Computers Engineering | 03/2013
I am honoured to have graduated summa cum laude with a first-class GPA of 6.9+. This achievement represents not only my dedication to academic excellence but also my passion for learning and commitment to pushing the boundaries of knowledge. It has been a privilege to be part of an educational journey where I have consistently strived for the highest. Standards of excellence. I believe that this accomplishment reflects my unwavering pursuit of excellence in all aspects of my academic endeavours and serves as a testament to my determination and diligence.

Elecon Information Technology Ltd. | Anand, Gujarat, India
Trainee Engineer | 12/2012 - 05/2013
Roles and Responsibility:
Training in .Net Technology: During a six-month training program focused on .NET Technology, I acquired hands-on experience and practical knowledge in this technology stack. As part of this training, I worked on a live Online Shopping System, allowing me to apply my learning to real-world scenarios and gain insights into the development and operation of such systems. Additionally, during the sixth semester of my Diploma studies, I developed my final year project, which revolved around an Online Shopping System, further solidifying my skills, and understanding in this domain.

Project Details:
Project Category: Online Shopping System
Project Category: Web-based Application
Project Title: Elecon Information Technology Ltd
Technology Used: .Net Technology.
Institution/University: Institute of Diploma Studies, Nirma University

The project served as both the culmination of my academic journey and a platform to showcase my proficiency in .NET Technology and ability to create web-based applications. This endeavour marked a significant milestone in both my educational and professional development.

Certificates

Six Sigma Certifications: Yellow Belt Certified, **Google Certification:** The Fundamental of Digital Marketing, Skills Nation: Power BI, **DXFactor Award:** CATALYST Award, **DXFactor Award:** Sport Award **LinkedIn Certificate:** Generative AI, Marketing Foundation, **HubSpot Certificate:** Content Marketing Certified, Email Marketing Certified, Inbound Certified, Social Media Marketing Certified, Social Media Marketing Certified 2, **Great Learning Certificate:** ChatGPT Marketing Certified, ChatGPT digital Marketing Certified, Data Analytics using ChatGPT with Excel and Python Certified, Introduction of digital Marketing Certified, Market Research

Skills

Marketing Automation: - HubSpot Marketing, Zoho Marketing, SEMrush, Salesforce, Google Analytics, Mailchimp, LinkedIn Ads, Facebook Ads, Instagram Ads, Google ads, CRM Integration, Marketo, Pardot, Report Analytics, Yoast SEO, Rank Math SEO, WordPress Website Management blog creation

Market Research: - Statista, ZoomInfo, Lusha, Bloomberg, Interviews, DNB, Hoovers, Anger list, Reuters, Seamless.ai, Inside View, CrunchBase, Yellow pages etc

Lead Generation: - LinkedIn Sales Navigator, Apollo.io, Snow.io, SalesQL, Pipedrive, Zoho CRM, HubSpot CRM, Salesforce CRM, Landing page tools, zero bounce.

Technical Skills: - Advance Excel, Macros Vb.net, PowerBI, Tableau, Data Analysis, Web scraping Using Python, Data Scraping, List Building, Link Building, MS Office (Word, Excel, PowerPoint, outlook), Report Writing in Excel, Data ETL, Data Model, Bulk Data Extraction using Macros, Digital Marketing, LinkedIn Automation, Instagram Automation, Facebook Automation, Twitter Automation, GitHub Data Automation.

Non-Technical Skills:- Lead Generation, Data Research, SWOT Analysis, Market Research Like Competitive analysis, Consumer behaviour, Market Trends size, Bant qualification, Lead Nurturing, LinkedIn Prospecting, ICP Define, Landing Page Making, Client Coordination, Call Discovery, Link Building, Client Management, Data collection, Data Cleansing, Data Mining, Data Automation, Marketing Strategy, Content creation, online marketing, MQL and SQL, Lead Generation for Sass Product, Jira Automation, Brand Marketing, Brand Awareness, Market Research Report, Marketing Strategy, B2B, Content Strategy, Campaign Development Strategy, Social media Awareness, Marketing Campaign, Marketing Presentation, Analytics Reporting, Collaboration tools, Digital Media, SEO, SEM, Marketing collateral, Key Performance Indicators, Written Communication, Social Media Strategy.

Email Campaign Development: - Content Creating, Strategy Development, Design and Layout, Automation, Personalization, Testing and Optimization, Compliance, Integration, Reporting and Analysis, Newsletter creation.

Experience

DXFactor Solution Pvt Ltd | Ahmedabad, Gujarat, India
Senior Sales and Marketing Analyst (SaaS Product/ Service) | Market Research Specialist | 05/2022 - Present
Roles and Responsibilities:

Strategy Development and Collaboration:

- Design and implement comprehensive Go-to-Market (GTM) strategies for EMEA market expansion, collaborating with cross-functional teams.
- Conduct thorough market research and trend analysis to inform strategy development.

Campaign Management and Execution:

- Lead, design, and execute demand generation campaigns across multiple channels, including digital marketing avenues, ensuring alignment with GTM strategies.
- Manage budgets and optimize campaign performance to maximize ROI.

Partnership Development and Trend Monitoring:

- Build and nurture relationships with partners and influencers.
- Stay updated on marketing trends and technology advancements to inform strategic decisions and enhance campaign effectiveness.

Content Creation and Automation:

- Oversee the creation of marketing materials and implement automation workflows to streamline processes and improve efficiency.
- Mentor marketing team members to foster growth and enhance productivity.

Digital Marketing and Call Discovery:

- Develop and execute digital marketing strategies, including call discovery initiatives, to identify and engage with potential leads through targeted outreach and engagement tactics.
- SEO Initiatives: Increased website traffic by 25% through data-driven SEO strategies.
- Customer Satisfaction Improvement: Led a team to boost positive feedback by 50% and reduce complaints by 20%.
- Social Media Strategy: Amplified brand presence and engagement, achieving a 40% growth in followers.
- LinkedIn Ads: Increased lead generation by 30% and conversion rates by 20% through targeted LinkedIn campaigns.
- Facebook Ads: Boosted websites click-through rates by 35% and post engagement by 25%.
- Instagram Ads: Achieved a 50% increase in engagement rates and 30% follower growth with targeted campaigns.
- Meta Platform Utilization: Optimized ad performance on Facebook and Instagram to maximize ROI using advanced targeting and analytics.
- Content Strategy: Developed engaging content to enhance brand awareness, including blog posts, videos, and infographics.
- Social Media Maintenance: Ensured consistent posting and engagement, leading to sustained growth in followers and interactions.
- Analytics Reporting: Generated comprehensive analytics reports to track campaign performance, identify trends, and make data-driven decisions for continuous optimization.
- Content Creation: Produced engaging content across channels to bolster brand awareness and customer engagement.
- Landing Page Creation: Designed and optimized landing pages to effectively convert leads into customers, enhancing campaign effectiveness.

- Design and Creation: Developed impactful marketing collateral including brochures, presentations, case studies, and product sheets to bolster sales and marketing initiatives.
- Platform Management: Oversaw and managed our social media presence across diverse platforms to ensure consistency and effectiveness in communication and engagement strategies.
- Campaign Planning and Execution: Strategized, created, and executed engaging social media campaigns to enhance brand awareness, foster customer engagement, and facilitate lead generation.

Marketing Management:

- Collateral Development: Design and create impactful marketing collateral such as brochures, presentations, case studies, and product sheets to support sales and marketing efforts.
- Content Creation: Develop high-quality content aligned with brand messaging and marketing goals. This includes flyers, portfolios, white papers, and other assets.
- Social Media Management: Plan, create, and execute engaging social media campaigns to build brand awareness, drive customer engagement, and generate leads. Manage our social media presence across various platforms.
- Campaign Management: Assist in planning and executing integrated marketing campaigns across various channels to achieve specific objectives.
- Sales Support: Collaborate with the sales team to develop sales enablement materials and presentations. Provide ongoing support with content and collateral for sales pitches and proposals.
- Stay Informed: Stay current with marketing trends, industry best practices, and competitor activities to inform content creation and campaign strategies.

Data Collection and Analysis:

- Collect data from various sources and conduct thorough analysis to identify market trends, consumer behaviour, and competitive intelligence, enabling informed decision-making.

Market Segmentation and Targeting:

- Segment target markets based on demographics, psychographics, and other criteria, refining the ideal customer profile (ICP) to guide lead generation efforts.

Consumer Behaviour and Lead Qualification:

- Study consumer attitudes and purchasing habits to understand customer needs and qualify leads based on criteria like budget, authority, need, and timeline (BANT).

Competitor and Market Analysis:

- Monitor competitors, assess their strategies, and conduct comprehensive market analysis to identify opportunities and threats impacting lead generation efforts.

Market Forecasting and Lead Nurturing:

- Predict market trends and develop effective lead nurturing strategies aimed at maintaining engagement and guiding leads through the sales funnel.

InfoAnalytica Consulting Pvt Ltd | Ahmedabad, Gujarat, India
Market Research Analyst / Lead Generation Analyst | 03/2020 - 05/2022

Roles and Responsibility:

Leadership in Data Analysis and Research:
- I assumed a leadership role, heading a team of skilled data analysts responsible.
  for conducting in-depth research and data mining. Our collective efforts aimed to extract valuable insights and information from various sources, empowering the organization to make informed decisions.

Data Gathering and Enhancement:
- One of my primary responsibilities was to orchestrate the process of data gathering, consolidation, interpretation, and the curation of databases. This meticulous approach was instrumental in enhancing the end user experience by ensuring that data was accurate, accessible, and effectively organized.

Keyword Optimization and Data Accuracy:
- I took charge of optimizing keywords related to the required information, a crucial step in ensuring the accuracy and relevance of the data displayed on the website. This attention to detail contributed significantly to improving the quality of information available to users.

Guidance on Email Campaign Tools:
- To support our email marketing campaigns, I provided direction and guidance to my colleagues on the effective use of various tools. This involved explaining how different tools could be leveraged to achieve specific objectives within our email marketing initiatives, ultimately optimizing our campaigns for success.

Resolution of Complex Data Scraping Issues:
- During my tenure, I encountered and successfully resolved complex issues related to data scraping. Leveraging contemporary tools and advanced techniques, I tackled challenging data extraction tasks with precision, ensuring that I could access the information I needed efficiently.

Macro Development for Efficient Data Scraping:
- To streamline our data scraping processes, I developed custom macros. These macros automated and expedited the extraction of high-volume data, significantly improving our productivity and allowing us to keep pace with the demands of our data-driven projects.

Team Management:
- Oversaw and managed a team of data analysts, providing guidance, support, and mentorship to ensure their professional development and the successful execution of projects.

Campaign Management and Execution:
- Take charge of leading, designing, and executing demand generation campaigns across diverse channels, encompassing digital marketing avenues, with a keen focus on aligning strategies with Go-to-Market (GTM) objectives.
- Manage budgets meticulously and continuously optimize campaign performance to ensure maximum Return on Investment (ROI) while maintaining alignment with overarching business goals and objectives.

Marketing Management:

- Collateral Development: Design and create impactful marketing collateral such as brochures, presentations, case studies, and product sheets to support sales and marketing efforts.
- Content Creation: Develop high-quality content aligned with brand messaging and marketing goals. This includes flyers, portfolios, white papers, and other assets.

- Social Media Management: Plan, create, and execute engaging social media campaigns to build brand awareness, drive customer engagement, and generate leads. Manage our social media presence across various platforms.
- Campaign Management: Assist in planning and executing integrated marketing campaigns across various channels to achieve specific objectives.
- Sales Support: Collaborate with the sales team to develop sales enablement materials and presentations. Provide ongoing support with content and collateral for sales pitches and proposals.
- Stay Informed: Stay current with marketing trends, industry best practices, and competitor activities to inform content creation and campaign strategies.

Digital Marketing:
- Spearhead the development and implementation of digital marketing strategies, encompassing initiatives for call discovery, aimed at identifying and engaging potential leads through targeted outreach and engagement tactics.
- Digital Marketing Strategies: Executed innovative campaigns to engage leads through targeted outreach and call discovery.
- Design and Creation: Developed impactful marketing collateral including brochures, presentations, case studies, and product sheets to bolster sales and marketing initiatives.
- Platform Management: Oversaw and managed our social media presence across diverse platforms to ensure consistency and effectiveness in communication and engagement strategies.
- Campaign Planning and Execution: Strategized, created, and executed engaging social media campaigns to enhance brand awareness, foster customer engagement, and facilitate lead generation.
- SEO Initiatives: Implemented data-driven SEO strategies, boosting website traffic significantly.
- Customer Satisfaction: Led initiatives resulting in a notable increase in positive feedback and reduction in complaints.
- Social Media Strategy: Developed dynamic strategies, enhancing brand presence and growing followers.
- LinkedIn Ad Campaigns: Generated leads and improved conversion rates through targeted campaigns.
- Facebook Ad Campaigns: Increased click-through rates and post engagement effectively.
- Instagram Ad Campaigns: Achieved higher engagement and a growing follower base.
- Meta Platform Optimization: Utilized advanced targeting and analytics for maximum ROI.
- Content Creation: Produced engaging content across channels to bolster brand awareness and customer engagement.
- Landing Page Creation: Designed and optimized landing pages to effectively convert leads into customers, enhancing campaign effectiveness.

Hi-Tech iSolutions LLP | Ahmedabad, Gujarat, India
Market Research Analyst / Lead Generation | 05/2019 - 05/2020
Roles and Responsibility:

Web Research and Knowledge Base Maintenance:
- I played a pivotal role in conducting web research and analysis with the primary objective of supporting and enriching the knowledge base of our search engine. This involved staying up to date with the latest information trends and ensuring that our database was well-informed and current.

Lead Generation for Business Development:

- A significant part of my responsibilities included actively generating leads to fuel various campaigns devised by the business development team. These leads were essential for identifying potential clients and opportunities, laying the foundation for successful business growth.

Utilization of Sales Navigator and Detailed Research:
- To enhance lead generation efforts, I harnessed tools like Sales Navigator to uncover comprehensive details about C-suite executives and companies. This meticulous research ensured that we had a deep understanding of our prospects, enabling more targeted and effective outreach.

Management of Campaigns for North American Companies:
- I took charge of running basic campaigns specifically tailored for Independent Software Vendors (ISVs) and product companies located in North America and Canada. These campaigns were designed to resonate with the unique needs and preferences of this market segment.

Marketing Management:

- Collateral Development: Design and create impactful marketing collateral such as brochures, presentations, case studies, and product sheets to support sales and marketing efforts.
- Content Creation: Develop high-quality content aligned with brand messaging and marketing goals. This includes flyers, portfolios, white papers, and other assets.
- Social Media Management: Plan, create, and execute engaging social media campaigns to build brand awareness, drive customer engagement, and generate leads. Manage our social media presence across various platforms.
- Campaign Management: Assist in planning and executing integrated marketing campaigns across various channels to achieve specific objectives.
- Sales Support: Collaborate with the sales team to develop sales enablement materials and presentations. Provide ongoing support with content and collateral for sales pitches and proposals.
- Stay Informed: Stay current with marketing trends, industry best practices, and competitor activities to inform content creation and campaign strategies.

Digital Marketing and Call Discovery:
- Spearhead the development and implementation of digital marketing strategies, encompassing initiatives for call discovery, aimed at identifying and engaging potential leads through targeted outreach and engagement tactics.
- Digital Marketing Strategies: Executed innovative campaigns to engage leads through targeted outreach and call discovery.
- Design and Creation: Developed impactful marketing collateral including brochures, presentations, case studies, and product sheets to bolster sales and marketing initiatives.
- Platform Management: Oversaw and managed our social media presence across diverse platforms to ensure consistency and effectiveness in communication and engagement strategies.
- Campaign Planning and Execution: Strategized, created, and executed engaging social media campaigns to enhance brand awareness, foster customer engagement, and facilitate lead generation.
- SEO Initiatives: Implemented data-driven SEO strategies, boosting website traffic significantly.
- Customer Satisfaction: Led initiatives resulting in a notable increase in positive feedback and reduction in complaints.

- Social Media Strategy: Developed dynamic strategies, enhancing brand presence and growing followers.
- LinkedIn Ad Campaigns: Generated leads and improved conversion rates through targeted campaigns.
- Facebook Ad Campaigns: Increased click-through rates and post engagement effectively.
- Instagram Ad Campaigns: Achieved higher engagement and a growing follower base.
- Meta Platform Optimization: Utilized advanced targeting and analytics for maximum ROI.
- Content Creation: Produced engaging content across channels to bolster brand awareness and customer engagement.
- Landing Page Creation: Designed and optimized landing pages to effectively convert leads into customers, enhancing campaign effectiveness.

Lead Generation and Appointment Setting:
- One of my key accomplishments was consistently generating leads and facilitating the process of setting up appointments for our onsite sales team. This proactive approach not only contributed to our lead pipeline but also ensured that our sales team had quality opportunities to pursue.

Vodafone India LTD | Ahmedabad, Gujarat
Junior Executive (Finance Operation) | 11/2016 - 11/2018
Roles and Responsibility:

Efficient Handling of HNI Customer Complaints:
- In my role, I took charge of addressing real-time complaints from High-Net-Worth Individual (HNI) customers, ensuring that their concerns were resolved promptly and to their satisfaction. Additionally, I efficiently managed escalations when necessary, maintaining a high level of customer service.

Product Management and Email Support:
- I had the responsibility of managing key products within the organization. This entailed providing email support to customers, addressing their inquiries, and assisting with any product-related concerns. My aim was to ensure that customers received comprehensive support and guidance.

Account Merging and Billing Cycle Management:
- I successfully handled the complex processes of account merging and billing cycle management. These tasks required meticulous attention to detail and accuracy to ensure seamless operations and prevent any discrepancies.

Process Correction and Front-line Support:
- I played a crucial role in process improvement by identifying and implementing corrections based on feedback and requests from front-line executives. This collaborative effort aimed to streamline operations and enhance the overall efficiency of our processes.

Achievement of KPIs and Transactional Net Promoter Score (NPS):
- I consistently met and exceeded Key Performance Indicators (KPIs) set for my role, contributing to the achievement of transactional Net Promoter Scores (NPS) for specific regions or circles. This performance demonstrated my commitment to delivering top-notch service and meeting organizational goals.

Provisioning and Productivity Reporting:
- As part of my responsibilities, I diligently maintained daily reports related to provisioning and productivity. These reports were valuable for tracking progress, assessing performance, and making informed decisions to drive operational efficiency.

Languages

English, Hindi, Gujarati