

AMRESH KUMAR

DIGITAL MARKETING PROFESSIONAL

MY PROFILE.....



Experienced, ambitious, passionate, creative and a target driven Digital Marketing professional with a demonstrated history of working in the **B2B & B2C industry**.

HubSpot Certified Professional (Inbound) with over **7+ Years** of experience in the Space of Digital Marketing.

Results-driven digital marketer with expertise in lead generation strategies, Search Marketing (AdWords & SEO), Social Media Marketing, Content Marketing, Email Marketing, Marketing research and strategy.

I am a quick learner, a great enthusiast and a problem solver. I have completed **Dale Carnegie's Leadership and Presentation skills** training, where I have gained knowledge and experience with presentation and performance skills.

EDUCATION.....

BE Information Technology 2006 - 2010

Shivaji University, Kolhapur - Maharashtra, India

STRONG SUITS.....

- ✓ B2B/B2C Marketer
- ✓ Social Media Marketing
- ✓ Marketing Automation tools and Data-Driven analytical tools
- ✓ Email Marketing Specialist
- ✓ SEO and PPC Expert
- ✓ Data Cleansing & Data Research
- ✓ HTML Coding and Design (Mailer)
- ✓ Marketing Campaign Management
- ✓ Content Management (Web pages/Collaterals, Newsletters, Blog aggregation, Product brochure)
- ✓ Marketing Co-ordination (With Agencies, Graphics team, Vendors, Webinar management)
- ✓ CRM Expert
- ✓ Team Player

PRO & TECHNICAL SKILLS.....

Creative Innovate Teamwork SEO,PPC SMO,SMM EmailMkt/Automation HTML Wordpress

WORK EXPERIENCE.....



Sapience Analytics: Apr 2017 - Present **Asst. Manager - Digital Marketing**

- ✓ Devising marketing strategies to drive online traffic & to generate & convert leads
- ✓ Plan, budget and execute Lead generation campaigns through digital media. (PPC - Google adwords, Adverts).
- ✓ Monitor campaign results, analyze key metrics, and optimize click-through and conversion rates
- ✓ Manage, develop content for social media platforms – LinkedIn, Twitter, Facebook, YouTube and other relevant platforms and publish content daily across multiple channels (original text, images, videos, etc.) leveraging tools such as HubSpot, Hootsuite etc.
- ✓ Build and design email campaign (Text, Visual Graphics, HTML) and landing page for inbound marketing activities
- ✓ Optimize landing pages for search engine quality score
- ✓ Increase visitor engagement through strategic call to actions(CTA), Banners & Landing pages, email marketing etc.
- ✓ Set up and manage marketing automation through Hubspot
- ✓ Manage Marketing automation integration with CRM and assist in the integration of additional platforms into the marketing automation software
- ✓ Creating hyper-targeted campaigns based on user interactions across a company's digital properties (website, social media, email campaigns, etc.)
- ✓ Manage and coordinate all exhibition design printing and distribution nationally and internationally
- ✓ Provide marketing support to the sales team including providing product brochures, creating exhibit media/graphics, and put together swag bags for booth visitors
- ✓ Work closely with sales and the customer success teams to ensure messages are clearly communicated to Prospect /customers



Quick Heal Technologies: February 2012 - March 2017 **Sr. Digital Marketing Executive**

- ✓ Part of the team who crafted roadmap for digital strategy implementation and evangelized vision from the grass-roots to the executive level
- ✓ Managed most of the digital activities including SEO (Off Page), SMO, Email Marketing, PPC - Google AdWords, FB Adverts
- ✓ Online Press release/Article submission
- ✓ Co-ordination with all the business units for the Digital marketing campaigns & content
- ✓ Designed and implemented the **company's largest digital marketing campaign** (Quick Heal Khareedo Gaadi Jeeto Contest) successfully
- ✓ Designed and Implemented email marketing campaigns to support offline sales efforts
- ✓ Entered tie-up with **Amazon/Snapdeal/Paytm** for the sale and promotion of retail products
- ✓ Involved in the website revamp process
- ✓ End to End webinar management/execution of online renewal sales
- ✓ Generate weekly reports analyzing the weekly digital marketing progress