

ASHOK SAINI

INFORMATION

18/01/1993
+91 97275 47986
sainiashok509@gmail.com
Ahmedabad.

SKILLS

Public Speaking
Sales and marketing.
CRM and Sales Funnel
SEO, SEM, SMM
Lead Generation
Video Production
Google Analytics
Facebook Ads
Google Ads
Email Marketing

PROFILE

My interest lies in building efficient team and executing the task. I believe, the business is to create value for consumer and by creating engaging brand and trust to win the market.

EDUCATION

Division of Biological and life Sciences. Ahmedabad University

Master of Science in Life Sciences, 2015-2017

COURSES/ TRAININGS

Google Ads/ Facebook Ads

Certified professional from Facebook Blueprint and Google Adwords gaining advanced-level proficiency on both platforms.

Google Analytics

Certified in Google's measurement tools to grow website business through intelligent data collection and analysis.

Digital Marketing

Udemy course for Strategy, Social Media Marketing, SEO, YouTube, Email, Facebook Marketing, Analytics.

Sales CRM

LeadSquared CRM for Sales automation and marketing and lead generation.

Duke University (CA USA)

An online non-credit course authorized "Advertising & Society" offered through Coursera. March 2017

Video Production

Experience in making online course videos several promotional videos for startups and organisations.

PREVIOUS JOB RESPONSIBILITY

PlexusMD App. For Online Medical Courses.

Manager - Digital Marketing
Nov 2019 - Present

Managed campaigns across all the social media platforms and generated leads through Facebook Ads and Google Ads for the medical course enrollment, Also generated revenue from Email Marketing.

BYJU'S The Learning App.

Business Developer -Sales
March 2019 - Nov 2019

Built sales by contacting and building relationships with new and existing clients. Generated a revenue of 40 lakhs in 6 months. Expanded company's market and customer base and promoted products. Worked closely with sales, marketing and advertising department and managers for sales strategies.

SGK Sarees, Surat.

Sales and Marketing
April 2018 - February 2019

Worked with Surat's textile firm from generating B2B sales of 15.7 CR (2018-19) to developing the network of potential wholesaler and converted 24 from them as exclusive distributors also working on technology driven sales CRM process and in inventory management.

Pixera Media Labs (Video Production Startup)

Video Editor and Creative Head
April 2017 - April 2018

Started as video maker from social media strategist and made several ad films for some startups in Ahmedabad and developed interest in ad film making and branding.

Venture Studio (Ahmedabad University).

Research Coordinator (Internship)
March 2016 - June 2016

Organized and conducted few events and workshops for their incubated startups. Co-ordinating with team VentureStudio for their fellowship program.