

# HIMANSHU SAXENA

**Digital Marketing Executive**

## PERSONAL OBJECTIVE

Looking for a challenging opportunity in Marketing in an organization which allows me to combine my skills, knowledge and my analytical ability to realize my potential and directly contribute towards the growth and success of the organization

## COMPETENCIES

- Customer Relationship Management
- Digital Marketing
- PPC, SMM, SEO and Paid Marketing Tools
- Product Marketing and Management
- Strategy and Managing Team
- Business Development
- Content Marketing, Case studies and Success Stories
- Email Marketing
- Communication and High Impact Presentation
- Participated in Trade Events like Graph Expo 16,17 and Drupa 16
- Knowledgeable about processes and unique selling points of products

## CONTACT DETAILS



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## PROFESSIONAL SUMMARY

- Sound understanding of the IT Sales, Direct Marketing and Digital Marketing
- Acquired knowledge and understanding of subjects viz. Digital Marketing, Product Marketing, Business Development, Consumer Behavior through various Academic Projects
- Fully experienced in increasing revenues, exceeding targeted goals, developing profitable & productive business relationships, coordinating
- With cross functional and decision-makers, building an extensive client base, and marketing development.
- Strong ability to master a situation quickly; highly knowledgeable in wide variety of professional disciplines such as Lead Generation, Brand Awareness, Reach and Re-marketing
- Possesses motivational management style with a record of building an efficient team and distribution network.

## ACADEMIC HISTORY

### Great Lakes Institute of Management

Post Graduate Program in Strategic Digital Marketing  
Graduated March 2020 - 2nd in Leadership Board

### ICFAI, Dehradun

MBA- Marketing and Operations  
Graduated June 2011 - 6.99 CGPA

### Laxmi Narain College of Technology

BE - Electronics and Communication  
Graduated June 2008 - 68.9%

### 12th

ST. Arnold School  
Completed June 2004 - 61.8%

### 10th

ST. Arnold School  
Completed 2002- 74.6%%

## INDIANTRADEBIRD / GO ADS INDIA

### Digital Marketing Executive

Oct 2019 - Contd

- Manage, review and perform daily account responsibilities associated with many clients in Manufacturing Industry which are registered with Indiantradebird
- We Run B2B Marketing Campaigns through Google Ads, PLA, Facebook, LinkedIn, Twitter and other such platforms for a variety of clients to get leads
- Take care of website traffic and maintaining it with the help of Google Webmaster, Google Analytics, Google Tag Manager
- Generated around 400 Quality leads for the Company
- Provide creative copy and graphical ad suggestions for SMM and use in Platforms like LinkedIn, Facebook and Pinterest
- Managing a Marketing team of 5 People for Go Ads India
- Doing Product Marketing for the company in terms of Content Marketing, Case Studies, Blogs, Videos and Social Media Marketing, email Marketing, success stories
- Helping Sales people with kits and knowledge of Indiantradebird
- Working closely with the team to run an Effective SEO plan for Indiantradebird using tools like SEMrush

## OLBUZ

### Digital Marketing Intern

Aug 2019 - Oct 2019

- Handling the Google Ads Campaign for Avane Kenya (Dermatology Hospital) and optimizing it to get Conversions
- Writing Blog and Article Submissions for one of the Company Called Digifloor
- Ran a Dummy Facebook Campaign for Make my Own trip as an exercise in the company.
- Keep Good Knowledge of Google Adwords and running Numerous campaign such as various extensions and Display campaign for many clients
- Preparing reports of the Clients monthly to explain What has gone wrong and what has gone right
- Using Search volume and Low Competition, Finding topics for blogs in Digifloor

## MANEKTECH

### BUSINESS DEVELOPMENT MANAGER

Dec 2018 - July 2019

- Responsible as Partner Manager for handling B2B clients and maintaining relations and co-ordinating on jointly winning leads
- Have done Email Campaigns, Handling Big Budget Leads and generated business from Middle East and Asia Pacific
- Have handled sales associates to generate leads and help Marketing Team design campaigns to generate more leads

## PROFESSIONAL EXPERIENCE

### **DESIGN N BUY - RIGHTWAY SOLUTIONS**

**Sr. BDE**

**Mar 2018- Nov 2019**

- Identify potential business opportunities in different global markets and define strategies for the same.
- Conduct internal training for sales strategies and lead generation techniques.
- Worked with Big B2B brands to cross sell our Product with Their machines such as Ricoh Canada, Xerox Russia, HP India
- Conduct research on target market segments and identify potential customers and key decision makers.
- Set targets for self and the team and motivate the team towards achieving them.
- Evaluate various documentation and proposals. Coordinate with pre-sales and technical team for project estimations
- Ensure superior customer service levels and high customer satisfaction and grow cordial relationships with clients.

### **RADIXWEB - ONPRINTSHOP**

**Sr. BDE/Product Marketing Executive**

**Mar 2015 - Mar 2018**

- Shaped voice of Wide Format Web- to-Print or Print E-Commerce for Printers's Business by determining positioning, naming, competitive analysis, feature Prioritization, go- to-market, campaigns,event, internal and external communication
- Developed Actionable, data driven insights to inform Product and Marketing strategy to Drive adoption in Wide Format W2P in USA and Europe
- Took Product marketing initiatives with a team of 2 people under me to demonstrate Wide format Web- to-Print in real world enterprise scenarios in Printing Industry for Print Brokers, Big Printers, Trade Printers, Wholesale Printers and developed performance focused use case studies to deliver value driven dialogue and showcase product to CXO and CTO
- Helped to grow loyal customers base by creating value through deep understanding of markets, customers and their needs and generated worth 120000 USD of business in 1st year with 700 Quality Leads and also winning the title for Most Innovative Award in Wide Format at Print 17 event
- We also worked upon different Products to showcase their advantages such as Trade Printer Solution, Mailing and Fulfillment, Modules of Wide Format, Commercial Print, Designer Marketplace and integration with 4Over, Quickbooks etc.
- Worked across several aspects of B2B marketing Video Marketing, Blogs, Success stories, Case Studies, Testimonials, Help content, White papers, SMM, Email Marketing, Product Presentation, demo videos, brochures and running paid ads through Facebook and LinkedIn
- Contributed in product launches to build technical product messaging for international B2B Channel Partners and Stakeholders

