

APOORVA K

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AREAS OF EXPERTISE

- Strategic Marketing Planning
- Direct & Digital Marketing Techniques
- Budget & Allocation Management
- Corporate Brand Management
- Social Media Marketing
- Trend Analysis
- Collateral Material & Content Development
- Corporate Communications
- Event Planning & Execution
- Market Research
- Database Administration
- Public & Media Relations
- Vendor Management

STRENGTHS

- Team Management
- Confident Decision Making
- Effective Delegation
- Streamlining & Organizing
- Time Optimization
- Strong Communication
- Active Listening
- Multi-Tasking
- Goal-Oriented
- Self-Motivated & Energetic
- Attention to Detail

PROFESSIONAL SUMMARY

Result driven marketing professional with over 10 years of experience in managing business focused direct and digital marketing strategies within established budgets and timeframes. An effective communicator with excellent team management skills, interpersonal skills and detail-oriented attitude.

PROFESSIONAL EXPERIENCE

Amnex Infotechnologies, Ahmedabad - June 2020 Onwards

Senior Manager - Branding and Marketing, Global

Leading a six-member marketing team for planning and executing strategic digital and direct marketing activities which focusses on brand visibility and product marketing.

- Marketing Strategy and Execution: Strategizing all marketing activities with management team and execute all the activities with the team within established timelines.
- Marketing Collaterals: Evaluating and ensuring all content/design created for all collaterals are in-line with Amnex's branding and sales plan.
- Quality: Ensuring all collaterals have high quality content and design which is engaging to the audience and results in lead generation
- Budgeting: Streamlining and budgeting all marketing activities regularly.
- Talent Pipeline - Building a strong marketing team, managing and training team to ensure high quality branding and marketing.

Accomplishments

- Valued for streamlining the entire marketing department process and plan that ensured the team and management are in-line with the plan for execution.

Winjit Technologies, Bangalore - July 2017 to May 2020

Marketing Manager, Global

Leading the marketing team for executing strategic digital and direct marketing activities globally which focusses on brand visibility and lead generation.

- Developed annual strategic marketing plans with the top management.
- Spearheaded the enhancement of brand positioning and messaging by effectively managing social media channels, website, press releases, advertisements, email campaigns and newsletters among others.
- Collaborated with the sales and technical team for planning activities from concept to execution of events, seminars and exhibitions to develop and maintain robust lead generation.

SKILLS

- Google Ad Words Tool
- Google Analytics and WebStat
- Social Media Ads
- Email Campaign Tools
- Infographic Tools
- Word Press (Basic)

CERTIFICATIONS

- **Management & Leadership: Growing as a Manager**
FutureLearn
- **Google Analytics Advanced**
Google Academy
- **Google Analytics Beginner**
Google Academy
- **Digital Marketing & Google AdWords**
Manipal ProLearn

ACADEMIC QUALIFICATION

Bachelor of Engineering - Chemical (2010)
Vishweshraiya Technological University

PERSONAL DETAILS

DOB: 24th May 1989
Nationality: Indian
Gender: Female
Languages: English, Hindi, Kannada, Tamil
Address:
D-102, 1st Floor,
Shilp Saral Apartment,
Bopal Ghuma Road, Bopal,
Ahmedabad - 380058

- Focussed on product marketing by developing strategies to advertise and promote niche products.
- Conducted digital marketing analysis to determine improvisations.

Accomplishments

- Valued for being instrumental in getting seven prestigious awards for the organization.
- Recognized for successful product marketing strategy for a new product from coining the name to launching the product.
- Awarded for exhibiting dedication and hard work towards successfully planning and executing Winjit's participation in Automation Expo, 2018.

Mistral Solutions, Bangalore - October 2015 to April 2017

Marketing Communications Consultant, Global

Responsible for strategizing and executing digital marketing which focussed on increasing visibility and lead generation.

- Created innovative social media strategies that increased followers count and drove engagement.
- Budgeted and managed the Mistral's google and social media ads that contributed to lead generation.
- Enhanced website content for SEO and tracked using analytical tools.
- Collaborated with the sales and technical team for creating marketing collaterals and executing events.
- Developed new customer database through secondary market research.

Accomplishments

- Recognized for increasing the traffic by 30% on Mistral's social media channels.

Pall Corporation, Bangalore - November 2010 to June 2015

Marketing Executive, Pan India

Responsible for executing lead generating marketing activities which focussed on engaging customers.

- Worked closely with sales team for organizing promotional events such as roadshows, exhibitions, technical seminars and trainings to generate leads.
- Coordinated with the global marketing team to conceptualize and develop marketing collateral.
- Contributed to the pricing strategy by gathering data on competitors, analyzing preferences and buying frequencies.
- Prepared quarterly reports for sales and marketing performance.
- Managed the customers database for implementing digital campaigns.

Accomplishments

- Felicitated with the global president award for outstanding marketing contributions in FY15.