

Contact

www.linkedin.com/in/
xxxxx-xxxxx-xxxxx (LinkedIn)

Top Skills

Internet Research
Market Research
Lead Generation

Languages

Hindi
Urdu
English
Arabic

Honors-Awards

Best Performer for the Month of
December 2012
Best performer for the Team

XXXXXX-XXXXXX-XXXXXX

Chief Marketing Officer - Marketing Automation | AI | Intent Data |
Content | Email Marketing | Data Hygiene | Demand Orchestration |
Bengaluru, Karnataka, India

Summary

In-depth experience in Lead Generation and Market Research
business processes, and ability to put together knowledge, resources
and processes to make Client engagements profitable.
Upskill team members to take on additional roles and challenges that
invariably present as opportunities in a growing startup company
Ability to bring disparate functions together in a mature organization,
to work together as a team toward corporate objectives
Change management
Architect org structures to support key objectives
Outline and drive the Customer Satisfaction strategy, ~85%
Customer Retention over 10+ years.
Monitor and grow the profitability of the enterprise
Assist with new business acquisition
Anticipating and countering roadblocks to strategic initiatives before
they arise
Drive new program implementations to give the Enterprise a
competitive edge
Stay abreast of market developments in order to keep the Enterprise
constantly evolving

Experience

XXXXXX-XXXXXX-XXXXXX
Chief Marketing Officer
August 2019 - Present (4 years 6 months)
Pune, Maharashtra, India

XXXXXX-XXXXXX-XXXXXX
Director of Marketing & Co-founder
September 2013 - August 2019 (6 years)

XXXXXX-XXXXXX-XXXXXX
Operations Head

February 2013 - August 2013 (7 months)

#Managing the team of 30 Business Associates, includes the entire employee life cycle management from hiring, training, nurturing, managing their day to day concerns, managing employee productivity, attrition, etc.

#Client reporting and project delivery as per the deadlines.

#Weekly reporting on operational efficiency and process improvement.

#Responsible for creating and sustaining a team of happy and performing employees

#We take Quality of Service delivery as its top priority. I ensure that each project is delivered on time and with the best quality.

#I lead by an example. I am able to do the feasibility analysis of each project to enable accurate resource allocation, quality and timely delivery of the projects.

#I present the overall pulse of operations including hiring plan, employee morale management, training needs, project status, etc. on a weekly presentation with the top management.

XXXXX-XXXXX-XXXXX

Sr Business Development Executive & Interim Team Leader

November 2012 - February 2013 (4 months)

Job profile is do the Market Research of companies across the globe and help our Clients Market their Product.

XXXXX-XXXXX-XXXXX

Founder

June 2010 - December 2012 (2 years 7 months)

XXXXX-XXXXX-XXXXX

Business Research Analyst

February 2011 - March 2012 (1 year 2 months)

Job profile is do the Market Research of companies across the globe and help our Clients Market their Product.

XXXXX-XXXXX-XXXXX

Business Research Analyst

February 2011 - March 2012 (1 year 2 months)

Job profile is do the Market Research of companies across the globe and help our Clients Market their Product.

Also part of the Fun Committee in the organization where we help all our colleagues to have FUN at Work with lot of Events, Games & Competitions to participate & have a great working Ambiance

XXXXX-XXXXX-XXXXX

Team Coordinator

June 2009 - December 2011 (2 years 7 months)

Pune Area, India

XXXXX-XXXXX-XXXXX

Business Development & Operations Manager

April 2007 - May 2008 (1 year 2 months)

Muscat Oman

Job profile was to handle the operations team taking care of the entire movement of the courier from Pick up to the delivery in various countries handling the team of Business Development Executives generate new clients for the company helping them to make presentations and assist them in closing the deal.

XXXXX-XXXXX-XXXXX

4 years 5 months

Field Marketing Manager

August 2005 - August 2007 (2 years 1 month)

Mumbai Area, India

Job profile was to visit existing clients renew their services & visit new clients generated by the team for negotiations and closing.

XXXXX-XXXXX-XXXXX

April 2003 - July 2005 (2 years 4 months)

Job profile was visit generate new clients for my company through Business Marketing.

Education

XXXXX-XXXXX-XXXXX

Bachelor of Commerce, Commerce · (2005 - 2008)

XXXXX-XXXXX-XXXXX

Hlgher Secondary Certificate, Science · (2000 - 2001)