

## AATIF HUSSAIN

Cell: +91 7083207010

Email : [aatifshaikh02@gmail.com](mailto:aatifshaikh02@gmail.com)

### OBJECTIVE

To carve my career in dynamic growth-oriented organization through my abilities and work on intellectual challenging task to prove and enrich my knowledge and skills.

### ABOUT

I am a growth Marketing Enthusiat with expertise in brand building, project management, business strategy, marketing communications and training.with almost 2 years of experience in Education Technology ecosystem from being an trainee to building and leading teams for multiple projects. My journey has polished my skills of Team handling, planning, building strategic alliances and ability to work with cross functional teams.

### EDUCATION

#### AMITY UNIVERSITY, MUMBAI.

BTECH in (Mechanical & automation) with CGPA on an absolute scale is **7.1 (2019)**

#### V.J.SHINDE POLYTECHNIC COLLEGE, Maharashtra.

DIPLOMA in (ME) with CGPA on an absolute scale is **6.5 (2016)**

#### ST.ANTHONY HIGH SCHOOL, MUMBAI. (2013)

### TECHNICAL PROFICIENCY

- OPERATING SYSTEM | windows and Linux
- Microsoft office suite (Word, Excel, PowerPoint)
- CRM Tools – Salesforce, Lead Square, TMS.
- Animation softwares (2DMax, Maya, Flash)
- Mechanical softwares (CAD,CATIA,ANYSIS)

### EMPLOYMENT

<b>Zonal Marketing Manager</b>	<b>Lido Learning</b>	<b>Sep 2021 – Present</b>
<ul style="list-style-type: none"><li>• Responsible for the complete end-to-end planning and operations of all marketing campaigns done in the Maharashtra, Goa, Kolkata, Gujarat &amp; Bihar.</li><li>• Create processes and continuously optimising already existing processes to reach desired outputs.</li><li>• Report to AVP &amp; CMO in running BTL campaigns Including ATL, Across Regions through internal teams and agency partners.</li><li>• Responsible for Training, Managing and scaling the team required for the execution of campaigns in all regions.</li><li>• Working on a project (Ongoing school contact program) with Microsoft.</li><li>• Responsible for generating a projected number of leads for your designated hubs while maintaining expected CPL and CPA.</li><li>• Identify, onboard and manage agency partners for your designated hubs.</li></ul>		
<b>Marketing Executive (Pan Mumbai)</b>	<b>Extramarks Education India Pvt Ltd</b>	<b>Jan 2021 – Sep 2021</b>
<ul style="list-style-type: none"><li>• Planning: Market Research: Conduct local customer segmentation and buyer value analysis to ensure a targeted marketing strategy.</li><li>• Track &amp; analyze competitor marketing initiatives to define an appropriate strategic response.</li><li>• Budgeting:Prepare and finalize marketing plans with an appropriate channel mix and ROI evaluation in line with sales and revenue targets.</li><li>• Implementation: Define and track marketing team KPIs to measure effectiveness on lead generation and branding campaigns.</li><li>• Ensure execution of branding, campaign, and digital marketing activations as per plan and as per defined Company standards and guidelines.</li><li>• Monitoring &amp; Controlling : Marketing effectiveness monitoring: Manage continuous improvement and innovation in the marketing mix by evaluating ROI on various marketing activities and media channels Profile.</li><li>• Working with different Agencies for lead generation (ATL &amp; BTL).</li></ul>		
<b>Sr. Business Development Executive - Marketing</b>	<b>Byjus (Think &amp; Learn Pvt Ltd)</b>	<b>Jan 2020 – Jan 2021</b>
<ul style="list-style-type: none"><li>• Manage operations of the BTL activity to make sure it run smoothly.</li><li>• Lead generation through various activities(Onground Field).</li><li>• Worked for various campaigns like Mall Activation, Apartment Campaign &amp; DSSL Season 3.</li><li>• Recruiting interns for project DSSI.</li><li>• Achieved <b>15 Lakhs+</b> Business within 1 month and got Permanent in the system.</li></ul>		

### INTERNSHIPS

- Godrej and Boyce manufacturing Ltd. - DESIGN ENGINEER.
- AISI - Automotive industry simulation internship - TEAM LEADER.
- HARSHAD ENGINEERS (MFG.OF PRECISION COMPONENT & ASSEMBLIES - SHOP SUPERVISOR.
- Mahindra & Mahindra - JUNIOR PRODUCTION ENGINEER.

### PROJECTS

- Project - Four wheel steering system with using different modes (2w.4w.crab wheel) in one car won **1st place** for project in university .
- Automatic pneumatic grinder which works on compressor **2nd position**.
- Animated short movies

### ACHIEVEMENTS

- Certificates & awards for extra-curricular activities at school level and college level Volunteer in AMINOVA 2016 & 2017.
- Volunteer in Technicia, 2016 & 2017 and german fest 2016.
- Owns certificates for cricket, volleyball, Technical Quiz.
- Student security (college), SAEINDIA.

### PERSONAL INFORMATION

GENDER- MALE  
NATIONALITY- Indian

DATE OF BIRTH- 15/12/1997  
LANGUAGE – Hindi, English,Marathi