



Rewati Ranjan

MARKETING PROFESSIONAL

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PROFILE

A result oriented professional with experience in marketing & brand management roles in management consultancy, SAAS & digital field. Seeking a senior position that will leverage and enhance existing skill sets, drive growth in professional fronts, and help develop new capabilities in Marketing & Brand Management roles. Keenly interested in leadership roles.

CERTIFICATIONS

DIGITAL MARKETING- ADVANCE
Online Idea Lab

ADVANCED EXCEL FOUNDATION
EduPinnacle

BUSINESS ANALYTICS FOUNDATION
EduPinnacle

DIPLOMA IN COMPUTER APPLICATIONS
Computer's Point

WORK EXPERIENCE

MARKETING COORDINATOR

MAY 2022- PRESENT

Ten20 InfoMedia Pvt Ltd

- Develop and Manage strategic marketing initiatives and activities along with implementation and monitoring
- Create advertising campaigns, and support internal teams by coordinating and collating content
- Create, maintain and strengthen organization's overall brand through all media avenues
- Identify marketing opportunities along with tracking performance of marketing campaigns & other activities
- Create reports on product performance and sales in market
- Hire & manage contractors, agencies or other vendors to ensure outreach and representation of the brand at the fullest
- Oversee marketing & brand management

MANAGEMENT TRAINEE

FEB 2022- APR 2022

Cerestra Ventures

- Market Research and diligence on potential target locations
- Develop content for website and marketing collaterals
- Assist in the development of strategies and tactics for the identification of clients and leads along with preparation of reports and data handling

DIGITAL MARKETING EXECUTIVE

JUL 2019- FEB 2020

EPG Economic and Strategy Consulting

- Diagnosed and Improved SEO, CRM, optimized, maintained, and updated the company's website
- Accelerated Social media optimization/marketing and grew engagement by 110%.
- Increased visibility of the website by 150% and ensured conversions up to 125%.
- Led 2 national conferences as a core organizer and managed communications with stakeholders
- Sales Management of Events along with integration, tracking, and analysis of Analytics.
- Procured database, designed email campaigns, performed data analysis and ensured communication
- Setup Automation using Sendinblue, Mailchimp, Zoho

DIGITAL MARKETING SPECIALIST

JUL 2018- JUL 2019

Online Idea Lab

- Performed competitor analysis across 10 competitors from India; provided key feature suggestions that led to enhancement in SEM, thus ensuring growth of the business
- Improved SEO, Updating and maintenance of company's website backend
- Designed social media campaigns which resulted in 1.5x increase in conversions
- Accompanied clients in planning social media budgets

TECHNICAL SKILLS

- Website Development with CMS
- Google Analytics
- MS Office
- Varied CRM- SendinBlue, Mailchimp, Zoho etc
- Canva
- Wordpress
- Email Marketing
- Campaign Management

PROFESSIONAL SKILLS

- Product Marketing
- Facebook Ads
- Email Marketing
- Social Media Marketing & Strategy
- Market Research
- SEO
- Leadership & Team Management
- Interpersonal Skills & Emotional Intelligence

RECOMMENDATIONS

- LOR- Prof. Mariya Stanimirova, Head of the University of Economics Business Network, University of Economics, Varna, Bulgaria, Europe
- LOR- Pratik Dattani, Managing Director, EPG Economic & Strategy Consulting
- LOR- Ashish Lowanshi, Senior Manager, EPG Economic & Strategy Consulting
- LOR- Dr. Saurabh Srivastava, Programme Manager (PGDM) & Professor of Research, AIMS Institute

EDUCATION HISTORY

Executive Program in Product & Brand Management OCT 2022- PURSUING

INDIAN INSTITUTE OF MANAGEMENT (IIM- Rohtak)

Post Graduate Diploma in Management (Marketing) JUN 2020- NOV 2022

UNIVERSAL BUSINESS SCHOOL

GMP- Masters in Business Administration (Business Analytics) JUN 2020- NOV 2022

CARDIFF METROPOLITAN UNIVERSITY

Bachelors in Business Administration (Marketing) JUN 2016- MAR 2019

AIMS INSTITUTE OF HIGHER EDUCATION

EDUCATION HISTORY

International Erasmus+ Scholarship Student Mobility Program FEB 2021- JUN 2021
University of Economics, Varna, Bulgaria, Europe

- Highest grades in all subjects and grabbed 7 LOR's from international faculties
- Collaboration of Rotaract Club of UBS with international clubs

RESEARCH PAPER AND PROJECT

Research Paper- Entrepreneurship Opportunities in the New Normal

International Research Conference- Reinvigorating Businesses Post COVID-19

The Significance of Keywords in the Search Engine Optimization at Online Idea Lab, Bengaluru

Relevance, Use and Types of Keywords for enhancement and improvisation of SEO

EXTRA CURRICULAR EXPERIENCE

- Awarded Rex Karmaveer Chakra Award White Medal
- Motivational Speaker at Josh Talks, Fountain Head School, Project Blue Ribbon etc.