





# 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

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

## PROFESSIONAL SKILLS

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

## RECOMMENDATIONS

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- 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

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**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

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**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

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### 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

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- Awarded Rex Karmaveer Chakra Award White Medal
- Motivational Speaker at Josh Talks, Fountain Head School, Project Blue Ribbon etc.
- Member of Core Organizing Team, Education Innovation Conference India 2019 and bioConclave India 2019
- President, Management Club, BBA, AIMS Institute
- Emcee, Project MXIM FIFA Under 17 World Cup India 2017