

## Contact

bengaluru  
nehu.neha2014@gmail.com

www.linkedin.com/in/neha-singh-  
b0b91a13b (LinkedIn)

## Top Skills

Social Media Marketing  
Marketing Strategy  
Online Marketing

## Languages

Hindi (Native or Bilingual)  
English (Professional Working)

## Certifications

Leadership and Change  
Management  
SAP SD

# Neha Singh

Leadership & Change Management at IIM Raipur  
Bengaluru, Karnataka, India

## Summary

• Account Management • Targeting & Segmentation • Brand positioning • New Product Launches • Strategies Customer development & Engagement • Competitors matrix • Promotional Campaign • Training & Development • Statistical Analysis • Digital Marketing • Knowledge & Quality management

## KEY SKILLS

• Analytical • Strong market sense • Research-orientated • Strategic planning  
• Out of box thinking • Customer-orientated • Productivity Oriented • Risk management

## PERSONAL ATTRIBUTES

• Ability to meet deadlines • Analytical • Data driven • Motivating others • Multi tasking • Team Player  
• Problem Solving

---

## Experience

Mediacle  
Affiliate Manager  
March 2018 - Present  
Bangalore

- Affiliate marketing networks and search engine marketing.
- Proving record in negotiation and management of online media campaigns.
- Working in ad-serving technologies, experience in campaign management.
- Working with the top performing affiliates helping them to maximize their own earnings and incentive them to deliver more (help with campaigns, offer promotions, creatives etc.)
- Finding new top level affiliates with high levels of relevant traffic, targeted mailing lists etc.

- Negotiate bespoke commercial deals with high-end Affiliates Analyze affiliate performance and develop key metrics and report back to senior management on performance.
- Organize promotions for events, product/brand launches, specials offers etc. and disseminate relevant information to Affiliates Work with key Affiliate Networks to maximize reach and promotion of Affiliate Programmer.
- Work across varying time zones and cultures with the web team to ensure all efforts maximize overall strategy and global objectives (such as building effective back links through affiliate marketing, content placement, social reach maximization etc.)

### FeedMyPockets - Leading On-Demand Staffing Platform

#### Digital Marketing Specialist

February 2018 - March 2018 (2 months)

Bangalore

### Entrepreneur Media

#### Executive Digital Ad sales

August 2017 - January 2018 (6 months)

Bangalore

#### Key Responsibilities:

- . Responsible for driving ad revenues for Entrepreneur Group of sites.
- . Consistently meet or exceed sales goals, demonstrating focused sales efforts, understanding of Entrepreneur digital assets, products and business model, and an understanding of the internet advertising environment.
- . Develop solid strategic sales plans for Agency partners.
- . Establish and nurture C-level relationships with top online advertisers and their agencies.
- . Have a deep understanding on online business and ability to analyze client ROI, media buying cycles, marketing philosophy, target demographics, etc.
- . Acquire and develop new advertisers and market.
- . Focus on delivering on key results like customer satisfaction, first time resolution, efficiency and quality metrics.

### Invision Medi Sciences Pvt. Ltd.

#### Marketing Executive

May 2017 - June 2017 (2 months)

Bengaluru, Karnataka, India

- Scrutinize prices, demands and competition
- Leveraging profits through sales development
- Ensure customer satisfaction through promotions, services and ideas
- Managing social media

printbranch.com

Business development professional

April 2016 - July 2016 (4 months)

Bangalore

---

## Education

Indian Institute of Management Raipur

Executive Development Program, Leadership and Change

Management · (2019 - 2019)

ADARSH INSTITUTE OF MANAGEMENT AND INFORMATION  
TECHNOLOGY

Master of Business Administration, Marketing · (2015 - 2017)

Bihar National College

B.A , English Language and Literature/Letters · (2012 - 2015)

Bokaro Public School

+2, Science · (2010 - 2012)

St. Mary's Day Gomoh

10th