

Experience driven professional with over 10 years in MARKETING domain. Responsible for planning and implementation of all of the Organization's marketing strategies, marketing communications channels, and public relations activities, both external and internal. Spearhead the implementation of new age marketing technologies and identify cost effective partnership models with Media Houses, PR Agencies and Industry Associations.

Rampant at exploring and developing new markets / clients, thereby accelerating growth & achieving desired Sales & Marketing goals. Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of sales and marketing strategies.

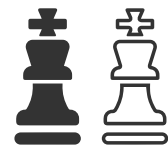
## SKILL SETS



Marketing Strategy & Planning



Target Market  
& Customer Acquisition



Competitor Analysis



Search Engine Optimization  
& Keyword Research



Mobile Marketing  
& Push Notifications



Social Media Marketing  
& Channel Management



Email Marketing  
& Database Management



Content Marketing  
& Message Strategy



Analytics & Reporting



Advertising, PR  
& Media Partnerships



Print & Outdoor  
Marketing Campaigns



International Conferences  
& event Management

## TOOLS USED



SEMrush



Google Analytics



Hootsuite



Google Ads



LinkedIn Ads



Facebook Ads



Mailchimp



Acy Mailing



Youtube



Canva



Optimizely



Similarweb



tawk.to

sli.do

Sli.do



Wordpress



Joomla

## WORK PROFILE

### Marketing Manager

POSIFLEX TECHNOLOGY (INDIA) PVT LTD

September 2019 - Till date

Head the Marketing Department for POSIFLEX and subsidiary companies / brands. Key Roles and Responsibilities include - New Product Launches, Market Penetration Strategies, Digital Marketing, Social Media, SEO, Website Management, Advertisement and PR, Partner Marketing, Inside Sales and overall Brand Management.

### Digital Transformation Lead

DC CONSULT & SERVICES PVT LTD

February 2018 - July 2019

As Digital Transformation Lead with WBE Portal Pvt Ltd he headed the team in providing DIGITAL BUSINESS TRANSFORMATION MANAGEMENT solutions to clients who wanted to adopt and deploy digital technologies and business models to quantifiably improve business performance while adopting to digital marketing trends. He helped companies to re-engineer business processes and form transformation strategies for their planned short, medium and long-term road map, which is governed and executed upon. He also enabled companies to envisage how new technologies can be converged into a scalable architecture that is prepared for near, mid and long term digital transformation and technology adoption.

### General Manager

UMS CONFERENCES

January 2016 - September 2017

In his past role as GENERAL MANAGER - UMS CONFERENCES, he had built an unparalleled reputation as the premier conference producing company, organizing many successful international conferences. His role encompassed creating a dynamic, intelligent and responsible conference production team, he also headed overall events management, business development, financial management, project management, and business strategy.

### Head of Conferences Marketing

FLEMING

May 2011 - December 2015

He was the Head of the Marketing Department for Fleming Events till Dec 2015. He had a team of 20 Marketers, 40 Researchers and 5 Graphic Designers spread across offices in Pune, Bangalore and Kula Lumpur. With a proven track record of working on more than 80 Profitable Conferences annually, he was one of the most influential Online Marketing Professional in the International Conferences Business Circle.

### TO KNOW MORE ABOUT SANDEEP

<https://www.linkedin.com/in/sandeepkalli/>