

Shrey Sagar

Associate Marketing Manager

Highly creative Marketing Manager with expertise in transforming marketing and advertising strategies into desired results. Have led teams in developing profitable marketing campaigns. Skilled at creating SMART goals and creating targeted campaigns aligned with brand image and revenue goals.

Work History

2021-06 -
Current

Associate Marketing Manager

Cognixia, Vadodara, Gujarat

- Developed Marketing Blueprint to enhance omnichannel communication to target audience.
- Capitalized on industry and marketplace trends to strategize marketing solutions and enhance business operations.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Reviewed historical data and secure customer information to advise strategic campaign development.
- Created company brand messaging, collateral materials, customer events, promotional strategies and product commercialization.

2021-04 -
2021-06

Digital Marketing Intern

Netleaf Software, Gurugram, Haryana

- Managed and created marketing campaigns across multiple social media channels.
- Prepared weekly updates and reports to track growth and success rates of marketing campaigns.
- Assisted marketing coordinators and graphic designers with website copywriting and proofing.
- Contributed to mock-ups, email campaigns and social media content.
- Tracked and analyzed web analytics to recommend

Contact

Address

Vadodara, India, 390002

Phone

739 740 1706

E-mail

shreysagar17@gmail.com

Skills

Brand development

Marketing and advertising

Market Positioning

Campaign management

P&L Management

Software

Photoshop

Premiere Pro

After Effects

Hubspot

Mailchimp

R

Tableau

Zoho

Google Search Console

proactive adjustments to strategies.

- Created engaging digital content for LinkedIn, Facebook and Instagram.
- Managed SEO and PPC campaigns and presented findings to founder.

2021-03 -
2021-05

Marketing Intern

CodeCrux, Hyderabad, Telangana

- Organized contacts and orchestrated innovative marketing campaigns to boost awareness, engagement and sales.
- Created proposals and organized pursuit documentation to support marketing staff.
- Analyzed SEO outreach goals and presented findings to marketing director.
- Took detailed notes of progress, processes and industry details to better understand marketing and company protocols.
- Collaborated with team members to help expand marketing channels.
- Performed market analysis and researched latest trends.

2019-05 -
2021-02

Digital Marketing Freelancer

Maverick, Hyderabad, Telangana

- Created content strategies for digital media.
- Monitored online trends, conversations and innovations to optimize strategies.
- Led projects to redesign web pages, diversify strategies and revitalize social media presence.
- Led 35-person cross-departmental staff to develop and execute all digital and social marketing initiatives.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Built, implemented and updated effective SEO strategies.
- Collected and analyzed web metrics such as visits, time on site and page views per visit.

Google Analytics

Ahref

Moz

Screaming Monkey

Ahref

SEMrush

Sprout Social

Google Display Network

Taboola

Google Ads

Facebook Marketing

LinkedIn Advertising

Languages

English

Hindi

**2021-12 -
Current** **Executive Program: Product & Brand
Management**

IIM Rohtak - Haryana

**2019-05 -
2022-02** **MBA: Marketing**

ICFAI Business School - Hyderabad

**2016-06 -
2019-05** **Bachelor of Science: Zoology**

Madras Christian College - Chennai

Certifications

2021-04 Marketing Tools: Digital Marketing Tools and Services

2022-03 SAP ERP Essential Training