

Vaibhav Gupta

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Marketing Manager

A Dynamic Marketing Strategist and Digital Marketing Professional with over 7.5+ years of experience in driving business growth and customer acquisition through Integrated Marketing solutions as per the latest go-to-market (GTM) strategy.

Key Skills

- Digital Marketing
 - Marketing Strategies & Campaigns
 - Public & Media Relations
 - Corporate Communications
 - Content Marketing (Web & Print)
 - Google Analytics, Webmaster, Keyword Planner, On-page/Off-page auditing, WordPress, CRM
 - Ahref, MOZ, SEMrush etc.
 - HTML,XML.
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Professional Experience

ProProfs

Digital Marketing Manager, November, 2018 to May, 2019

Job Responsibility:

- Planning and executing Digital Marketing strategy for SaaS (Software as a service) products using online channels.
- End-to-end management of SEO (On page and Off page) and ASO (App Store Optimization) for different products.
- Superheading inbound and outbound marketing campaigns and content marketing efforts.
- Responsible for Social Media Marketing (SMM) using social channels like Facebook, LinkedIn, Twitter to generate leads and have product awareness.
- Planning and execution of lead generation strategies.
- Brainstorming new and creative growth strategies while planning, executing and measuring experiments and conversion tests.
- Planning and optimization of YouTube Marketing.
- Handling Influencer Marketing for different products, thereby having product awareness.
- Responsible for doing the HeatMap analysis, to gauge real time analytics of the website.
- Coordination with internal resources and management for the flawless execution of projects.
- Ensuring resource availability and allocation while developing a detailed project plan to track progress.

Digital Samay

Digital Marketing – Team Lead, April, 2017 to Nov, 2018

Job Responsibility:

- Developing the Marketing strategy for the company in line with company objectives.
- End-to-End management of all social media channels (Facebook, LinkedIn, Twitter, and Instagram).
- Managing & maintaining the organizational website using WordPress CMS.
- Responsible for website optimization, content marketing & writing.
- Actively involved in Search engine optimization (SEO) for lead generation and brand awareness.
- Responsible for Google Adwords / PPC (Search, Display, Apps) campaigns as per the business goals.
- Getting new landing pages designed for PPC (Pay Per Click) campaigns.
- Responsible for developing marketing communication for website, social media and other channels.
- Maintaining and tracking the sales lead in CRM.
- Involved in the process of visualizing & designing Marketing collaterals (Brochure, case study, flyers, success story, Infographics etc).
- Liaising with external vendors for marketing communications and collaterals.

Infodart Technologies India Limited

Senior Marketing Executive, October, 2015 to April, 2017

Job Responsibility:

- Responsible for generating leads using Social media channels (Facebook, LinkedIn, Twitter).
- Responsible for both on/off-page SEO, Google AdWords (PPC), E-mail Marketing.
- Conceptualization and creation of Technical Marketing and sales collaterals such as case studies, website blogs, brochures, success story, flyers etc.
- Analyzing the data and reporting it to Management Team using tools like Google Analytics (GA), Google Webmaster/Search Console etc. to measure the effectiveness of all Marketing campaigns.
- Maintaining the lead pipeline in Salesforce customer relationship management (CRM).

Xavient Software Solutions India Pvt. Ltd

Marketing Executive, October, 2011 to October, 2015

Job Responsibility:

- Responsible for SEO (Search engine optimization) and keyword rankings on Google.
- Creation of meaningful relationship through social media channels (Facebook, LinkedIn and Twitter).
- Coordinating with Public Relations (PR) agency for organization brand awareness.
- Worked on software product launch and Marketing of Enterprise Social Networking (ESN).
- Worked closely with the Product Team to develop and release new features.
- Developed and executed go-to-market (GTM) strategy for new product feature releases.
- Organized and attended events related to SAP, Mobile development, Retail etc.

Academic Qualification:

EXAMINATION	BOARD/ UNIVERSITY	NAME OF COLLEGE/ SCHOOL	YEAR OF PASSING	PERCENTAGE (%)
MBA (Marketing)	GGSIU, Delhi	University School Of Management Studies	2015	79%
B.Tech (Computer Science and Engineering)	Kurukshetra University	Panipat Institute Of Engineering & Technology	2011	78.70%

Rewards & Recognitions:

- Awarded Pat on the Back in July'16 for high value responsibility towards my roles and accomplishments.
- Earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services.

Personal Information:

- Date of Birth: October 2, 1989 | Marital Status : Single