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| SiddheshJaitapkar |

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Self-motivated, results driven Senior Marketing Professional with 12+ years of comprehensive experience directing successful Entrepreneurial Leadership, Business Strategy and Planning, Business Intelligence, B2B and B2C Marketing Strategies and Tactical Campaign Implementation across the full marketing mix. Excellent Project Management Skills with proven ability to work to tight deadlines and to influence at board, manager and sales staff level. Collaborative leader skilled in motivating staff to achieve aggressive goals and objectives.

# Skills

|  |  |
| --- | --- |
| * Sales & Marketing
* Digital Marketing
* Leadership
* Business Development & Planning
* Business Analysis
* Business Strategy & Planning
* Competitive Data Analysis
* Communicator
* PnL Management
* Go to Market Strategy
* Email Marketing
* Lead Generation
* Sales Training
* Content Creation
* Forecasting and Planning
* Branding
* Ecommerce
* Website Management
* Outsourcing
 | * Search Engine Optimization/Marketing
* Social Media Marketing/ Management
* Web Technologies
* Project Management
* Product Development
* Business Intelligence
* Team Management
* Strategic Planning
* Business Process Improvement
* Client Management and Servicing
* Team Management
* Training & Development
* Creativity
* Reputation Management
* Customer Retention
* Marketing Campaign Management
* Affiliate Marketing
* Support
* User Interface
 |

# Personality Traits

|  |  |
| --- | --- |
| * Able to work in tough situations
* Friendly and easy going with people
* Keen observer
* Good Communication & Written Skills
* Building right strategies
* Creative
 | * Adaptive Nature
* Ability to work in Team
* Fast learner and Good Listener
* Keen to learn New Technology and Aspects
* Problem Solving
* Good Time Management
 |

# Experience

### April 2018 – Dec 2018

## Associate Vice President / QX Recruitment LLC

### Responsibilites:

**Marketing**

* Developing and implementing a cohesive marketing plan to increase brand awareness
* Setting current and long-term goals for internal teams
* Designing the Marketing department’s budget
* Build relationships with media through creative startegies
* Monitor all marketing campaigns and improve them when necessary
* Prioritize marketing projects and allocate resources accordingly
* Prepare regular reports and presentations on marketing metrics for the CEO
* Conduct market analysis to identify challenges and opportunities for growth
* Provide guidance and ideas to organize effective marketing events
* Forecast hiring needs for the Marketing department
* Participate in the quarterly and annual planning of the company’s objectives
* Track competitors’ activities

**Business Planning & Strategy**

* Identify the goals of the organisation in the long, short and medium term
* Planning and executing Go to Market strategies in line with Annual Business Plans. Develop & implement “go to market” strategy for generating productive business relationship with various operating companies for effectively closing identified business deals

**Training and Development**

* Support BD team to identify and win potential opportunities; revenue generation; strategic partnerships.

**Product Development:**

* Provide leadership and support for the design, development and implementation of products and service lines.

**Planning:**

* Oversee and direct market research, competitor analyses and customer service and retention monitoring processes and initiatives.

**Customer Service**

* Improving [customer service experience](https://resources.workable.com/customer-service-representative-job-description), create engaged customers and facilitate organic growth

**Team Management**

* Engage staff from the outset and keep clear lines of regular communication
* Monitor staff engagement, turnover and culture

## Skills Used – Leadership, Strategic Thinking, Project Management, Financial Management, Customer/Client Focus Customer/Client Focus, Organizational Skills, Problem Solving/Analysis, Presentation Skills, Teamwork

## Achievement –

## Had successful transition of Team in to New Organization

## Had successful transition of Clients in to New Organization

## 300% Growth in Organic Visitors of KRPO Site to have more Leads

### Dec 2013 – March 2018

## CEO / Kush Global Services – KRPO

KRPO is the largest and most successful outsourcing company providing sourcing and recruiting services from India to American corporate recruiting departments and staffing firms.

Responsibilities **–**

**Marketing**

* Works with employers to develop their employer value proposition and social recruiting strategies.
* Ensure consistency of marketing initiatives with brand guidelines and brand integrity
* Manage SEO, SMM, Content, Email Marketing, Affiliates for all the portals
* Planning advertising and Press releases and developing annual marketing plan.
* Strategizing and implementation of Digital Marketing initiatives for India & USA.
* Track and analyze marketing efforts and Website user behavior and manage critical parameters like CTR, Lead cost per acquisition, Cost to Sales ratio, ROI.
* Digital Recruiting for all job advertising initiatives including recruitment marketing and HR technologies such as ATS, Social Media and Employer Branding.
* Conceptualizing & Execution of Social & Digital Marketing Strategy for Organization. Conceptualized and prepared the overall marketing & brand strategy– online and offline
* Strategizing BTL and out of box marketing activity for promoting firm through offline channels.
* Complete ownership in online Content management, SEO, SMO, Email Marketing and Paid Advertisements.
* Building & executing content management initiatives through Blogs, Articles, Whitepapers, Case studies, Press Releases, Video sharing, Webinar marketing, Email Marketing etc.
* Strategizing the online sales with continuous monitoring of Web Analytics & CRM.
* Integrate Communications plans across Social, Online, and Offline platforms
* Seek opportunities to work alongside marketing to identify new customers
* Generate daily, weekly, monthly and ad-hoc campaign performance and other reports.
* Manage and optimize AdWords campaign ongoing basis to ensure campaign’s acquisition and revenue targets are met
* Plan, develop and execute digital/offline marketing strategies and campaigns across all consumer touch points to achieve key business objectives (awareness, leads, brand affinity, acquisitions & retentions of clients and revenue). The portfolio includes SEO, SEM, Mobile, Social Media Strategies and Affiliate Marketing etc.
* Manage digital productions efficiently and effectively from concept to implementation. Ensured measurement plans, in-house capabilities in place to optimize campaigns and on-time delivery.
* Responsible for developing and leading key enterprise wide marketing and brand strategies in the establishment of a compelling employment brand, development of new and enhanced recruiting processes, creation and education for the team on tools that will attract and engage candidates across broad business functions.
* Directed all efforts in the development of social networking and media efforts including Facebook, LinkedIn, Twitter, Google+, Instagram, Pinterest, and YouTube to increase visibility, brand awareness and to better connect with our candidates.
* Developed plans and execution of online strategies to increase traffic, online presence, lead generations, web usability and brand awareness.
* Employment Brand, Recruitment Marketing, Social Media, Strategic Outreach.
* Geo-specific analysis of customer research, current market conditions and competitors. Continually evaluated new media and advertising opportunities to increase the efficiency of the medium.

**Software – Product Development**

* Manage job board relationships and other recruitment vendors including ATS vendors
* Work alongside technology teams to introduce new technology
* Review technology use within the company
* Continuous Improvement of UX & Customer Engagement through visitor’s behavioral profiling.
* New product development and launch in the market.
* Managed creative team to design, develop and maintain websites. Monitored and controlled online deliverables for Customer Relation Management (CRM).
* Involved in implementing various process improvement initiative and other industry benchmarks related to Competition, Pricing, Products & Innovation aimed at enhancing market penetration across the assigned territory
* Implemented a CRM (Candidate Relationship Management) system resulting in over 100k new members to the WireRecruit Network. In its first year the CRM resulted in over 250 hires.

**Sales Management**

* Tracking lead generation, follow-ups, enquiry generation and Remarketing initiatives.
* Develop pricing strategies (geo-specific) along with commercial budget(s) spend and allocation. Responsibility towards maximizing gross contribution at segment and brand level at targeted sales volume.
* Spearheaded team efforts in accomplishing business targets in terms of number & revenue. Generated awareness on organizational products & services amongst key decision makers across existing client & prospect organizations

**Business Planning & Strategy**

* Identify the goals of the organisation in the long, short and medium term
* Identify the challenges which the company faces
* Planning and executing Go to Market strategies in line with Annual Business Plans. Develop & implement “go to market” strategy for generating productive business relationship with various operating companies for effectively closing identified business deals
* Focus on preparing & maintaining quarterly and monthly budgets for the S&M function as well as optimizing resource utilization to maintain organizational P&L
* Analyzing the market, competition and conducting market research for new product.
* Get to know all key compliance issues which the company may face
* Prepared a business plan within the budget limits to increase leads through overall  digital and offline space
* Collated market intelligence on competition and other related factor for reengineering business processes aimed at enhancing market penetration
* Business Intelligence, Metrics, Data Analysis and Reporting.
* Set budgets for the relevant departments for the annual year
* Understand any finance facilities
* Undertake a holistic review of the organisation to identify key business units and excess.
* Conduct analysis of all costs to ensure that the company is lean
* Oversee the conduction of market research studies to determine what customers want from the company, and then create and implement plans to provide services and products based on research findings.
* Recruitment Operations, Training, Programs and Project Management.

**Training and Development**

* Handled a portfolio of Sales and –Operation Team. My key responsibility is setting up the process, procedures, man management system and increasing sales by giving new ideas to achieve the target.
* Training sourcing across channels such as Facebook, Twitter and Instagram.
* Support BD team to identify and win potential opportunities; revenue generation; strategic partnerships.
* Identify own personal development programme
* Set time aside to maintain work/life balance
* Recruit a coach or mentor to help assist through the daily challenges of the role

**Leadership and Management**

* Convene a Board of Directors with specialist skills in different departments
* Work alongside the Board of Directors to create a strategy
* Work with Directors to determine new opportunities in the marketplace and devise ways to take advantage
* Have an overall understanding of the operating environment and how changing conditions may affect the business
* Communicate regularly with shareholders and the chairman
* Working with digital team, agencies & vendors and quality assurance team
* Work directly with appointed department heads and managers to delegate responsibilities and ensure that all aspects of the company are running efficiently.
* Interact with the senior management team for maintaining seamless operations and enhancing client satisfaction by effectively resolving client issues.
* Follow up with various stakeholders for accomplishing sales & revenue targets as well as collection of bills from customers from the assigned territory. Interact with the circle finance team in resolving customer billing issues
* Prepare & present various status reports for the senior management & other stakeholders to enable effective decision making
* Updated business status to the senior management using reports and presentations for effective decision making
* Summarise all findings to of any review to report back to the Board

**Delivery Customer Retention**

* Lead Digital Advertising Agency (design & developing portals, 360 marketing and Client a/c Management) for our global clients. Expand scope of services, relationship and revenue by proactively responding to client needs and meeting delivery expectations.
* Validates the final scope, timeline and resourcing, solution delivery responsibility and overall P&L for client projects to ensure quality & time-bound deliverables.
* Liaise with existing, new & potential key customers to generate awareness on existing and new services being provided by the organization

**Customer Service**

* Improving [customer service experience](https://resources.workable.com/customer-service-representative-job-description), create engaged customers and facilitate organic growth
* Taking ownership of customers issues and following problems through to resolution
* Setting a clear mission and deploying strategies focused towards that mission
* Develop service procedures, policies and standards
* Recruit, mentor and develop customer service agents and nurture an environment where they can excel through encouragement and empowerment
* providing help and advice to customers using your organisation's products or services
* Training Team in to communicating courteously with customers by telephone, email, letter and face-to-face
* Creation of Structures investigating and solving customers' problems, which may be complex or long-standing problems that have been passed on by customer service assistant
* Developing feedback or complaints procedures for customers to use
* meeting with other managers to discuss possible improvements to customer service
* Involvement in staff recruitment and appraisals
* Training staff to deliver a high standard of customer service
* Leading or supervising a team of customer service staff
* Learning about your organisation's products or services and keeping up to date with changes
* Keeping ahead of developments in customer service by reading relevant journals and blogs

**Team Management**

* Engage staff from the outset and keep clear lines of regular communication
* Monitor staff engagement, turnover and culture
* Review pay structure and reward schemes
* Undertake thorough analysis of performance criteria
* Coaching, training and guiding the sales force to achieve their targets.

## Skills Used – Leadership PnL Management, Digital Marketing SEO SMO Marketing, Email Marketing, Team Management, Business Planning Business Strategies, Business Improvement, Sales and Business Development, Branding, Lead Generation, Customer Service and Client Management, Marketing Planning, Budgeting, Forecasting and Planning, Pre Sales, Business Growth, Team Building and Motivation, Training

## Achievement –

* After Joining achieved a Growth of 400% In Annual Revenue.
* Created Entire System to Automate Business Processes – Full Operation Management Software
* Had Successful Selling of entire Company after 5 Years of Successful Business

### FROM 2017 – Till Date

## Co-Founder / Any Recruit (Wire Recruit)

At WireRecruit, we are a team of passionate recruitment specialists who understand the nitty-gritty of the hiring process. This is precisely why we have come up with our automated recruitment tool. We want all the staffing and HR organizations in the world to do away with all the manual work and work more productively so that they can enjoy success in their hiring process.

RESPONSIBILITIES-

**Marketing**

* Works with employers to develop their employer value proposition and social recruiting strategies.
* Ensure consistency of marketing initiatives with brand guidelines and brand integrity
* Manage SEO, SMM, Content, Email Marketing, Affiliates for all the portals
* Planning advertising and media releases and developing annual marketing plan.
* Strategizing and implementation of Digital Marketing initiatives for India & USA.
* Track and analyze marketing efforts and Website user behavior and manage critical parameters like CTR, Lead cost per acquisition, Cost to Sales ratio, ROI.
* Digital Recruiting for all job advertising initiatives including recruitment marketing and HR technologies such as ATS, Social Media and Employer Branding.
* Conceptualizing & Execution of Social & Digital Marketing Strategy for Organization. Conceptualized and prepared the overall marketing & brand strategy– online and offline
* Manage digital productions efficiently and effectively from concept to implementation. Ensured measurement plans, in-house capabilities in place to optimize campaigns and on-time delivery.

**Software – Product Development**

* Manage job board relationships and other recruitment vendors including ATS vendors
* Work alongside technology teams to introduce new technology
* Review technology use within the company
* Continuous Improvement of UX & Customer Engagement through visitor’s behavioral profiling.
* New product development and launch in the market.
* Managed creative team to design, develop and maintain websites. Monitored and controlled online deliverables for Customer Relation Management (CRM).
* Involved in implementing various process improvement initiative and other industry benchmarks related to Competition, Pricing, Products & Innovation aimed at enhancing market penetration across the assigned territory
* Implemented a CRM (Candidate Relationship Management) system resulting in over 100k new members to the WireRecruit Network. In its first year the CRM resulted in over 250 hires.

**Sales Management**

* Tracking lead generation, follow-ups, enquiry generation and Remarketing initiatives.
* Develop pricing strategies (geo-specific) along with commercial budget(s) spend and allocation. Responsibility towards maximizing gross contribution at segment and brand level at targeted sales volume.

**Business Planning & Strategy**

* Identify the goals of the organisation in the long, short and medium term
* Identify the challenges which the company faces
* Planning and executing Go To Market strategies in line with Annual Business Plans. Develop & implement “go to market” strategy for generating productive business relationship with various operating companies for effectively closing identified business deals

**Customer Service**

* Improving [customer service experience](https://resources.workable.com/customer-service-representative-job-description), create engaged customers and facilitate organic growth
* Taking ownership of customers issues and following problems through to resolution
* Setting a clear mission and deploying strategies focused towards that mission
* Develop service procedures, policies and standards
* Recruit, mentor and develop customer service agents and nurture an environment where they can excel through encouragement and empowerment
* providing help and advice to customers using your organisation's products or services
* Training Team in to communicating courteously with customers by telephone, email, letter and face-to-face
* Led global employment brand campaign strategy.
* Oversaw social media recruitment strategy for WireRecruit on LinkedIn, Facebook, Pinterest, Instagram, Twitter, YouTube and emerging sites.

**Skills Used –** Leadership, Process Improvisation, Product Development, Project Management, Planning Execution, UI Task Management, Resource Allocation and Planning , Digital Marketing SEO SMO Marketing, Email Marketing, Team Management, Business Planning Business Strategies, Sales and Business Development, Branding, Lead Generation, Customer Service and Client Management, Marketing Planning , Budgeting, Forecasting and Planning, Pre Sales, Business Growth, Team Building and Motivation, Training, Go To Market Strategy,

## Achievement –

* Created a Web application in 3 Months with help of 2 Software Geniuses.
* Sold First Copy within 3 Months after Development in 1.5 Million.

### FROm 2015 – Till Date

## Co-Founder / Odd Boss

RESPONSIBILITIES:

**Marketing**

* Complete ownership in online Content management, SEO, SMO, Email Marketing and Paid Advertisements.
* Building & executing content management initiatives through Blogs, Articles, Whitepapers, Case studies, Press Releases, Video sharing, Webinar marketing, Email Marketing etc.
* Strategizing the online sales with continuous monitoring of Web Analytics & CRM.
* Integrate Communications plans across Social, Online, and Offline platforms
* Seek opportunities to work alongside marketing to identify new customers
* Generate daily, weekly, monthly and ad-hoc campaign performance and other reports.
* Manage and optimize AdWords campaign ongoing basis to ensure campaign’s acquisition and revenue targets are met
* Plan, develop and execute digital/offline marketing strategies and campaigns across all consumer touch points to achieve key business objectives (awareness, leads, brand affinity, acquisitions & retentions of clients and revenue). The portfolio includes SEO, SEM, Mobile, Social Media Strategies and Affiliate Marketing etc.

**Job Portal – Product Development**

* Manage job board relationships and other recruitment vendors including ATS vendors
* Work alongside technology teams to introduce new technology and functionality
* Continuous Improvement of UX & Customer Engagement through visitor’s behavioral profiling.
* New product development and launch in the market.
* Managed creative team to design, develop and maintain websites. Monitored and controlled online deliverables for Customer Relation Management (CRM)
* Involved in implementing various process improvement initiative and other industry benchmarks related to Competition, Pricing, Products & Innovation aimed at enhancing market penetration across the assigned territory

**Sales Management**

* Tracking lead generation, follow-ups, enquiry generation and Remarketing initiatives.
* Spearheaded team efforts in accomplishing business targets in terms of number & revenue. Generated awareness on organizational products & services amongst key decision makers across existing client & prospect organizations

**Business Planning & Strategy**

* Identify the goals of the organisation in the long, short and medium term
* Identify the challenges which the company faces
* Planning and executing Go To Market strategies in line with Annual Business Plans. Develop & implement “go to market” strategy for generating productive business relationship with various operating companies for effectively closing identified business deals
* Focus on preparing & maintaining quarterly and monthly budgets for the S&M function as well as optimizing resource utilization to maintain organizational P&L

## Skills Used – Leadership, Process Improvisation, Product Development, Project Management, Planning Execution, UI Development, Task Management, Resource Allocation and Planning , Digital Marketing SEO SMO Marketing, Email Marketing, Team Management, Business Planning Business Strategies, Sales and Business Development, Branding, Lead Generation, Customer Service and Client Management, Marketing Planning , Budgeting, Forecasting and Planning, Pre Sales, Business Growth, Team Building and Motivation, Training, Go To Market Strategy

## Achievement –

* Created a Job Portal for United States Job Seekers and Applicant in 6 Months with help of 3 Software Geniuses.
* Had 500 Registrations in First Week with the help of Marketing and BD Team.
* Created A Database of 2 Million Candidates in United States.

### FROM OCT 2010 – Jan 2018

## Sales & Marketing Head / 123 Chat Agents

RESPONSIBILITIES

* Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counselling and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
* Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.
* Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analysing variances; initiating corrective actions.
* Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product coordinating new product development.
* Protects organization's value by keeping information confidential.
* Identify different consumer requirements to properly identify marketing opportunities
* Prepare and manage monthly, quarterly and annual budgets for the Marketing department

**Software – Product Development**

* Review technology use within the company
* Continuous Improvement of UX & Customer Engagement through visitor’s behavioral profiling.
* New product development and launch in the market.

**Sales Management**

* Tracking lead generation, follow-ups, enquiry generation and Remarketing initiatives.
* Develop pricing strategies (geo-specific) along with commercial budget(s) spend and allocation. Responsibility towards maximizing gross contribution at segment and brand level at targeted sales volume.

**Business Planning & Strategy**

* Identify the goals of the organisation in the long, short and medium term
* Identify the challenges which the company faces
* Planning and executing Go To Market strategies in line with Annual Business Plans. Develop & implement “go to market” strategy for generating productive business relationship with various operating companies for effectively closing identified business deals
* Focus on preparing & maintaining quarterly and monthly budgets for the S&M function as well as optimizing resource utilization to maintain organizational P&L

**Training and Development**

* Handled a portfolio of Sales and –Operation Team. My key responsibility was setting up the process, procedures, man management system and increasing sales by giving new ideas to achieve the target.
* Training sourcing across channels such as Facebook, Twitter and Instagram.
* Support BD team to identify and win potential opportunities; revenue generation; strategic partnerships.

**Customer Service**

* Improving [customer service experience](https://resources.workable.com/customer-service-representative-job-description), create engaged customers and facilitate organic growth
* Taking ownership of customers issues and following problems through to resolution
* Setting a clear mission and deploying strategies focused towards that mission
* Develop service procedures, policies and standards
* Training staff to deliver a high standard of customer service
* Leading or supervising a team of customer service staff
* Learning about your organisation's products or services and keeping up to date with changes
* Keeping ahead of developments in customer service by reading relevant journals and blogs

## Skills Used – Leadership, Process Improvisation, Product Development, Project Management, Planning Execution, Task Management, Resource Allocation and Planning , Digital Marketing SEO SMO Marketing, Email Marketing, Team Management, Business Planning Business Strategies, Sales and Business Development, Branding, Lead Generation, Customer Service and Client Management, Marketing Planning , Budgeting, Forecasting and Planning, Pre Sales, Business Growth, Team Building and Motivation, Training, Go To Market Strategy

## Achievement –

* Successfully created the entire system in 6 months with the client base of 40 with the help of 15 Team Members/Chat Agents
* Added 40% of Revenue to Entire Organization
* Organic Ranking on the First Page in First 3 Months

### FROM OCT 2009 – OCt 2014

## Sales & Marketing Head / Video Zee

RESPOSIBILITES:

* Research and capitalize on different marketing opportunities to improve product marketability and profitability
* Gather, investigate and summarize data and trends to provide accurate information through reports
* Set, monitor and report on team goals
* Identify opportunities to reach new market segments and expand market share
* Identify trends and determine system improvements to achieve marketing and sales operational goals
* Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.

**Marketing**

* Ensure consistency of marketing initiatives with brand guidelines and brand integrity
* Manage SEO, SMM, Content, Email Marketing, Affiliates for all the portals
* Planning advertising and media releases and developing annual marketing plan.
* Strategizing and implementation of Digital Marketing initiatives for India & USA.
* Manage and optimize AdWords campaign ongoing basis to ensure campaign’s acquisition and revenue targets are met
* Manage digital productions efficiently and effectively from concept to implementation. Ensured measurement plans, in-house capabilities in place to optimize campaigns and on-time delivery.
* Developed plans and execution of online strategies to increase traffic, online presence, lead generations, web usability and brand awareness.

**Sales Management**

* Develop pricing strategies (geo-specific) along with commercial budget(s) spend and allocation. Responsibility towards maximizing gross contribution at segment and brand level at targeted sales volume.
* Tracking lead generation, follow-ups, enquiry generation and Remarketing initiatives.

**Business Planning & Strategy**

* Planning and executing Go To Market strategies in line with Annual Business Plans. Develop & implement “go to market” strategy for generating productive business relationship with various operating companies for effectively closing identified business deals

**Training and Development**

* Support BD team to identify and win potential opportunities; revenue generation; strategic partnerships.
* Recruit a coach or mentor to help assist through the daily challenges of the role

**Leadership and Management**

* Have an overall understanding of the operating environment and how changing conditions may affect the business
* Updated business status to the senior management using reports and presentations for effective decision making

**Customer Service**

* Taking ownership of customers issues and following problems through to resolution
* Setting a clear mission and deploying strategies focused towards that mission
* Leading or supervising a team of customer service staff

## Skills Used – Leadership, Process Improvisation, Product Development, Project Management, Planning Execution, Task Management, Resource Allocation and Planning , Digital Marketing SEO SMO Marketing, Email Marketing, Team Management, Business Planning Business Strategies, Sales and Business Development, Branding, Lead Generation, Customer Service and Client Management, Marketing Planning , Budgeting, Forecasting and Planning, Pre Sales, Business Growth, Team Building and Motivation, Training, Go To Market Strategy

## Achievement –

* Successfully created the entire system in 6 months with the client base of 40 with the help of 10 Team Members/Video Creators/Animators
* Organic Ranking on the First Page in First 6 Months
* Delivered more than 60 Videos in 3 Months

### From OCT 2009 – Nov 2013

## Head of the Department / SubmitEdge

Since our humble beginning 12 years ago, we have ventured into various aspects of SEO with a rapidly expanding global presence. From a 10-person company in 2006 to a 500 + person workforce in 2013, Kush Infosystems Pvt. Ltd (KIPL) has come a long way! KIPL's flagship company, SubmitEdge, is globally recognized as one of the leading link building and SEO companies.

SEO has taken a quantum leap; and we, at SubmitEdge, understand this. SubmitEdge has made its presence felt in the US, UK and India. Our state-of-the-art production house adheres to stringent quality guidelines, and our streamlined management structure helps us deliver time-bound, result-oriented services.

RESPONSIBILITES:

**Leadership and Management**

* Work alongside the Board of Directors to create a strategy
* Work with Directors to determine new opportunities in the marketplace and devise ways to take advantage
* Have an overall understanding of the operating environment and how changing conditions may affect the business
* Communicate regularly with shareholders and the chairman
* Working with digital team, agencies & vendors and quality assurance team
* Work directly with appointed department heads and managers to delegate responsibilities and ensure that all aspects of the company are running efficiently.
* Interact with the senior management team for maintaining seamless operations and enhancing client satisfaction by effectively resolving client issues.

**Customer Service**

* Training staff to deliver a high standard of customer service
* Leading or supervising a team of customer service staff
* Learning about your organisation's products or services and keeping up to date with changes
* Keeping ahead of developments in customer service by reading relevant journals and blogs
* Training Team in to communicating courteously with customers by telephone, email, letter and face-to-face

**Team Management**

* Engage staff from the outset and keep clear lines of regular communication
* Monitor staff engagement, turnover and culture
* Review pay structure and reward schemes
* Undertake thorough analysis of performance criteria
* Coaching, training and guiding the sales force to achieve their targets.

**Marketing and Sales:**

* Manage SEO, SMM, Content, Email Marketing, Affiliates for all the portals
* Track and analyze marketing efforts and Website user behavior and manage critical parameters like CTR, Lead cost per acquisition, Cost to Sales ratio, ROI.
* Strategizing BTL and out of box marketing activity for promoting firm through offline channels.
* Strategizing the online sales with continuous monitoring of Web Analytics & CRM.
* Plan, develop and execute digital/offline marketing strategies and campaigns across all consumer touch points to achieve key business objectives (awareness, leads, brand affinity, acquisitions & retentions of clients and revenue). The portfolio includes SEO, SEM, Mobile, Social Media Strategies and Affiliate Marketing etc.
* Responsible for developing and leading key enterprise wide marketing and brand strategies in the establishment of a compelling employment brand, development of new and enhanced recruiting processes, creation and education for the team on tools that will attract and engage candidates across broad business functions.
* Spearheaded team efforts in accomplishing business targets in terms of number & revenue. Generated awareness on organizational products & services amongst key decision makers across existing client & prospect organizations

**Software – Product Development**

* Responsible for Creation of CRM System to manage more than 3 Lacs Client base with their Orders and Delivery
* Improvisation of CRM System and addition of features.

**Business Planning and Strategy:**

* Analyzing the market, competition and conducting market research for new product.
* Recruitment Operations, Training, Programs and Project Management.
* Focus on preparing & maintaining quarterly and monthly budgets for the S&M function as well as optimizing resource utilization to maintain organizational P&L

**Training and Development**

* Support BD team to identify and win potential opportunities; revenue generation; strategic partnerships.

## Skills Used – SEO, Link Building, On Page Optimization, Off Page Optimization, SEM, Client Management, Customer Services, Client Retention, Planning, Strategy Building, Leadership, Team Management, Service Delivery, Operation Management, Sales Management, Marketing

## Achievement –

* Created Systems and Customer Care and Quality Departments to Serve more than 2000 Websites a month.
* Team handled more than 80000 Sites under Leadership.
* Increased Revenue by 200% in Annual Sales

### FROM oct 2008 – Oct 2009

## Service Manager & R-D Head / SubmitEdge

Handled SEO Operations and Managing Team of various Project Manager of SEO Operations. Managed Research and Development Team for New Service Creation and Practices in SEO.

* Developing and implementing effective search engine optimization (SEO) strategies
* Coordinating content, design, social media, pay-per-click (PPC) marketing and other activities
* Managing offsite and onsite optimization projects and reporting on performance
* Develop and execute successful SEO strategies
* Manage team of [SEO Specialists](https://resources.workable.com/search-engine-marketing-specialist-job-description)
* Conduct keyword research to guide content teams
* Review technical SEO issues and recommend fixes
* Optimize website content, landing pages and paid search copy
* Direct off-page optimization projects (e.g. link-building)
* Collect data and report on traffic, rankings and other SEO aspects
* Work with social media and PPC teams to optimize campaigns
* Keep abreast of SEO and integrated marketing trends
* Define requirements, tasks, and resources associated to SEO strategy
* Manage and execute implementation of SEO strategy
* Communication to clients, team, and management on strategy/project development, timelines, and results
* Collaborate on client strategy and goal definition for success
* Keep pace with SEO, search engine, social media and internet marketing industry trends and development
* Contribution to the company blog and at least one social media community
* Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
* Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
* Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific
* Help to create and support marketing content to socialize and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
* Develop and implement link building campaigns
* Develop, manage and execute communication/content strategies via social communities in coordination with client goals
* Implement and administer search engine programs (XML sitemaps, shopping feeds, webmaster tools)
* Monitor and evaluate search results and search performance across the major search channels in order to improve rankings
* Research and administer social media tools in support of clients’ social media strategy
* Monitor and evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies
* Communication to team and management on project development, timelines, and results
* **Market Research:** Expert in Market research for gathering and analyzing of data, understanding a market trend and making online business more effective, improve decision support system and improvement in online marketing campaign. Information can be gathered about customers, competitors and the market trends.
* **Keyword Research:** Understand Keyword Research Process like Search Volume, Check Relevancy, Daily Prediction, Level of Competition, Keyword Selection and Placement of keywords or keyword phrase to right place and measure the Key Performance Indicator (KPI).
* Success Metrics: First Page SE Rankings, Increase in Website Traffic, Increase Sales volume to and generate a positive ROI.
* Goal Setting: Knowledge of Setup goal to get high customers, high number of inquiry and maximum ROI.
* Website maintenance as per search engine friendly
* Competitive analysis of keywords
* On page optimization
* Off page optimization
* Web Promotion
* Web traffic analysis
* Generating Weekly/Monthly SEO Progress Reports
* Client Reporting/meeting
* *ATL/BTL* campaigns

## Skills Used – SEO, Link Building, On Page Optimization, Off Page Optimization, SEM, Client Management, Customer Services, Client Retention, Planning, Strategy Building, Leadership, Team Management, Research and Development, Service Delivery, Operation Management, Sales Management, Marketing

## Achievement –

* Set up of New SEO Services
* Setting Up of Content Writing Team of 30 Writers and 5 Sub Editors

### From Oct 2007 – Oct 2008

## Project Manager / SubmitEdge

RESPONSIBILITIES:

* Reviewing and analysing client sites for areas that can be improved and optimized
* Preparing detailed strategy reports
* Identifying powerful keywords to drive the most valuable traffic
* Running PPC campaigns
* Writing powerful calls-to-action to convert visitors
* Filling websites and other content with effective keywords
* Writing effective SEO content for blogs, websites and social media accounts
* Developing link building strategies>
* Analysing keywords and SEO techniques used by competitors
* Keeping updated on both white hat and black hat SEO strategies to avoid stay within search engine guidelines
* Compiling and presenting SEO guidelines

## Skills Used – SEO, Link Building, On Page Optimization, Off Page Optimization, SEM, Client Management, Customer Services, Client Retention, Planning, Strategy Building, Leadership, Team Management, Service Delivery, Operation Management, Sales Management, Marketing

### From June 2007 – Oct 2007

## SEO Executive / SubmitEdge

Handling various SEO Process of Link Building (Off Page SEO) in the teams of Directory Submission, Article Submission etc.

RESPONSIBILITIES:

* Planning, optimizing, implementing and managing SEO campaigns for clients
* Facilitated campaign adjustments in coordination with team members.
* Performed projects and prepared project reports for submission to management.
* Performed budget estimates for maximum project return maintenance.
* Tested landing pages and formulated plans to keep conversion rates consistent.
* Performed keyword research on a regular basis.
* Designed and executed PPC campaigns on a variety of networks.
* Tested Google Ad words for highest quality score.
* Developing paid search strategies and campaigns for clients
* Keeping up dated with the latest industry developments
* Analyzing paid search campaigns and reporting result to management
* Developing PPC strategies for clients
* Attending client, team meeting & people management
* Responsible for managing Social Media Campaigns
* Responsible for coordinating with the Designing Team, SEO Team and Technical Team in performing tasks
* Deploying SEM best practices across accounts and campaigns.
* Tracking, reporting and analyzing paid search campaigns
* Utilizing analytics to make data-driven decisions, optimize program performance and improve spend effectiveness
* Ensuring rapid testing and learning within the channel to promote incremental growth
* Responsible for the management of the clients SEM/Adwords campaigns.
* Monitor advertising budget and increase ROI and conversion performance through recommendations of new strategies and ideas to test.
* Optimize efforts through analysis of data and analytics intelligence.
* Planning, executing and managing end to end online marketing activity for SEO
* Prepared performance analysis reports and suggest recommendations
* Google Analytics & Webmaster Tools setup and monitoring
* Performed SEO site analysis, keyword research and mapping, and assessed link building opportunities.
* Involved in end to end delivery a SEO projects
* Develop SEO strategies, implementation and monitor campaigns
* Perform technical analysis of the site to understand current standing of the website and scope of improvement
* Perform site analysis, keyword research and mapping, and assess link building opportunities
* Perform competitor Analysis
* Based on analysis, results and client feedback, continually improve and modify strategies to optimize effectiveness
* Prepare analytics and ranking reports and present to clients and management
* Nurture client relationships and develop relationships with new clients
* Maintain maximum effectiveness while adhering to strict deadlines and budgets
* Manage on-page and off-page SEO efforts by optimizing content, overseeing reporting, conducting regular SEO audits, and pro-actively seeking out relevant link placements on external websites to increase organic rankings.
* Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors
* Create and manage PPC campaigns for the clients for lead generation as well as branding objective
* Assess, measure and evaluate the effectiveness of SEM/PPC Campaign activities using established metrics, manage reporting, and suggest enhancements as needed
* Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.
* Manage and optimize AdWords campaign ongoing basis to ensure campaign’s acquisition and revenue targets are met
* Generate daily, weekly, monthly and ad-hoc campaign performance and other reports.

## Skills Used – SEO, Link Building, On Page Optimization, Off Page Optimization, SEM, Client Management, Customer Services, Client Retention

## Achievement –

## Worked on more than 5000 Websites for Link Building

### From 2006 – 2007

## Event Manager / Interface Data Design

## Skills Used – Planning, Managing Team, Administration, Leading

# Special Contribution

## Contribution in Establishing following Department

|  |  |
| --- | --- |
| * Web Designing
* Web Development
* PHP Team
* Sales Department
* HR/HRM Department
* 9 ISO/ISMS/EHS Audits
 | * Content Writing
* Video Creation
* R & D
* Quality Control Team
* SMO Team
* President of Kustomize 09,10,11,12,13
 |

## Contribution in Establishing following Department

|  |  |
| --- | --- |
| * Submitedge – SubmitedgeSEO.com
* FreshRank – Freshrank.com
* KIPL – KIPL.com
* 123ChatAgents -123ChatAgents.com
 | * XhtmlChop – Xhtmlchop.com
* Form2GO- Form2Go.com
* VideoZee – Videozeeinc.com
* KRPO – KRPO.com
 |

## Training Programs Conducted

|  |  |
| --- | --- |
| * SEO Training
* Leadership
* Project Management
* Sales Training
 | * SMO Training
* Team Management
* Time Management
* Stress Management
 |

## Conferences Attended

|  |  |
| --- | --- |
| * SES, London 2011
* SES, Singapore 2012
 | * SES, London 2012
* SES, Shanghai 2013
 |

# Honors and Awards

## KIPL Shoulder to Shoulder Award 2012

Awarded with KIPL Shoulder to Shoulder Award for Special Contribution in Company's Growth 2012.

## Special Contribution in Company’s Growth 2011

Awarded with Special Contribution in Company's Growth 2011.

## Special Contribution in Company’s Growth 2010

Awarded with Special Contribution in Company's Growth 2010.

## CEO Choice of the Year 2010

Awarded with CEO Choice Award for Year 2010.

## Star Employee of the Year 2009

Awarded with a Car.

## Best Project Manager - 2007

Awarded 7 times within Period of 2007 to 2008 with Best Project Manager and Best Team Member in each Team.

# Education and Certifications –

## Masters of Sociology (Pursuing) / University of Mumbai

## Masters of Psychology (Pursuing) / IGNOU

## L.L.B (Pursuing) / University of Mumbai

## PG Diploma in Marketing Management / Welingkar

## Bachelor of Arts (Psychology) / University of Mumbai

## Diploma in Business Management / Welingkar

## Diploma in Human Resource Management / Welingkar

## Diploma in Marketing Management / Welingkar

## Certifications

## Certified Bing Ads Accredited Professional / Bing

## Certified Email Marketing Professional / Vskills

## Certified Inbound Marketing Professional / Vskills

## Certified Social Media Marketing Professional / Vskills

## Certified Project Management Professional

## Google Certifications

## Google AdWords Certified Professional

## Google AdWords Display Advertising Certified

## Google AdWords Mobile Advertising Certified

## Google AdWords Search Advertising Certified

## Google AdWords Shopping Advertising Certified

## Google AdWords Video Advertising Certified

## Google Analytics Individual Qualification Certified

## Independent Courseware from CourseEra

**Digital Analytics for Marketing Professionals: Marketing Analytics in Practice**

**Digital Analytics for Marketing Professionals: Marketing Analytics in Theory**

**Marketing in a Digital World**

**International Leadership and Organizational Behavior**

**Introduction to Personal Branding**

**Managing Employee Performance**