

ESWAR MAHALINGAM

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Uttar Pradesh, India

DIGITAL MARKETING EXPERT

Dynamic and results-oriented professional with a proven track record in digital marketing, customer service, and sales roles. Expertise in strategic campaign management, multichannel marketing, and social media engagement, coupled with proficiency in SEO, SEM, and partnership cultivation. Skilled in outbound sales, appointment setting, and superior customer handling, with a focus on efficient task management and multitasking. Experienced in business development, relationship management, and financial management, contributing to organizational growth and efficiency. Strong background in digital marketing strategies, content creation, and website optimization, with a commitment to driving business objectives and enhancing brand visibility. Adept at leveraging diverse skill set and experiences to excel in dynamic and challenging environments.

CORE COMPETENCIES

Strategic Campaign Management	Email Marketing	Lead Generation	Task Management
Multichannel Marketing	Content Strategy Development	Brand Collaboration	Workflow Management
Social Media Engagement	User Engagement	Community Building	Report Building
SEO and SEM Mastery	Website Optimization	Sales Operations Management	Effective Communication
P Strategic Partnerships	Customer Acquisition	Customer Relationship Management	Market Trend Analysis
Problem-solving	Time Management	Team Collaboration	Leadership Skills

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | Tidalwave Solution Pvt Ltd

Apr 2023 - Nov 2023

- **Strategic Campaign Management:** Orchestrated targeted digital marketing campaigns, optimizing conversion funnels to boost sales and streamline logistics operations.
- **Multichannel Marketing Proficiency:** Demonstrated adeptness in executing marketing initiatives across various platforms including email, WhatsApp, SMS, and social media channels like Instagram, YouTube, and Facebook. Implemented growth hacking strategies to drive app installations and enhance user engagement.
- **Social Media Engagement:** Elevated brand visibility and engagement on social media platforms through strategic content creation, community nurturing, and trend monitoring. Achieved significant growth in followers and engagement rates across Instagram, YouTube, and Facebook.
- **SEO and SEM Mastery:** Leveraged advanced SEO and SEM techniques to enhance the company's online visibility and drive targeted traffic. Crafted and executed video campaigns to increase app installations and viewership.
- **Strategic Partnerships:** Cultivated and nurtured strategic partnerships and brand collaborations, expanding avenues for organic growth. Successfully initiated tie-ups with industry leaders, enhancing brand visibility and market reach.

Internship Trainee | Digiperform

Feb 2023 - Apr 2023

- **Network Building and Social Media Management:** Created and managed profiles on various social media platforms including Facebook, Instagram, Twitter, and LinkedIn. Leveraged these platforms to share engaging travel content, promote offers, and foster interaction with potential customers. Collaborated with influencers, bloggers, and businesses for cross-promotion to expand brand reach.
- **Email Marketing and Community Engagement:** Utilized email marketing to build a subscriber list for newsletters and targeted campaigns, fostering a direct line of communication with customers. Actively engaged in online travel communities, sharing valuable information and connecting with potential customers to drive engagement and brand loyalty.
- **Content Strategy and User Engagement:** Developed and executed content strategies focused on publishing travel blogs, guides, and tips to drive organic traffic to the website. Emphasized visually appealing images and videos to enhance user engagement. Encouraged user-generated content by prompting customers to share their experiences with a branded hashtag, fostering a sense of community and brand advocacy.
- **Website Optimization and Customer Acquisition:** Identified areas for improvement in website design to enhance user experience, including optimizing navigation, improving loading times, and ensuring mobile-friendliness. Recognized the importance of strong calls-to-action for booking or inquiries to streamline the customer acquisition process. Highlighted the advantages of customer acquisition in broadening the customer base, increasing revenue, and strengthening the brand, while suggesting improvements to enhance customer service and implement feedback mechanisms for continuous improvement.
- **Vision and Mission Alignment:** Articulated a commitment to exceptional travel experiences by setting goals for brand and customer engagement. Outlined services, packages, and unique selling points to generate profits and differentiate the brand in the competitive travel industry.

Trainee | Digiperform

Sep 2022 - Feb 2023

- **Digiperform Certified Online Marketing Professional - PRO Version:** Successfully completed comprehensive training covering essential aspects of online marketing and web presence foundation. Implemented strategies to ensure website optimization for search

engines and user-friendly experiences. Proficiently integrated social media platforms for enhanced online presence and engagement with the target audience.

- **Online Business Visibility Creation:** Developed and executed a robust content strategy aimed at creating valuable content tailored to the target audience. Utilized paid advertising channels such as Google Ads and social media ads to increase visibility and drive traffic to the website.
- **Lead Generation and Nurturing:** Created compelling lead magnets, including e-books and webinars, to attract potential leads. Optimized landing pages for effective lead capture and conducted A/B tests to maximize conversion rates. Implemented email marketing automation systems for lead nurturing campaigns, providing valuable content and offers tailored to the specific needs and interests of leads.
- **Personal Branding and Online Earning:** Established a strong personal brand through consistent and authentic online presence using various social media platforms and personal blogs. Explored diverse online earning opportunities, including affiliate marketing, sponsored content, and digital product creation, to enhance revenue streams and drive business growth.

Senior Customer Service Advisor | OLX Autos

Dec 2021 - May 2022

- **Outbound Sales and Appointment Setting:** Demonstrated expertise in outbound calling to engage car sellers and secure appointments and store inspections. Focused on driving sales conversion for campaigns, consistently exceeding monthly targets through proactive sales efforts.
- **Efficient Task Management:** Effectively managed day-to-day tasks, emphasizing punctuality and efficient login hours. Oversaw break management to maintain operational efficiency. Utilized leads capturing software such as Ameyo and Lead Squared to maximize lead generation and ensure no opportunity went unnoticed.
- **Superior Customer Handling:** Maintained high call quality thresholds, consistently delivering superior customer handling practices. Surpassed benchmarks, reflecting dedication to excellence and upholding the company's commitment to exceptional customer service.
- **Multitasking and Software Proficiency:** Expertly juggled various tasks and software platforms, ensuring seamless workflow management. Leveraged technical proficiency to navigate leads capturing software effectively, optimizing lead generation processes.
- **Rapport-Building and Brand Communication:** Prioritized effective rapport-building with customers, articulating the brand message with clarity and conviction. Educated customers to enhance their experience and foster brand loyalty, contributing to overall customer satisfaction and retention.

Customer Service Manager | Countrywide Visas

Nov 2021 - Dec 2021

- **Client Query Handling and Documentation:** Demonstrated excellence in handling client queries and efficiently organizing their documents, ensuring a seamless experience throughout various visa processes. Implemented streamlined processes to enhance document management efficiency and accuracy.
- **Customer Satisfaction and Business Generation:** Focused on delivering exceptional customer satisfaction, resulting in successful lead conversion and engagement. Proactively converted leads into successful engagements, contributing to business growth and revenue generation.
- **Specialization in PR Visas:** Specialized in processing Permanent Residency (PR) Visas for countries including Canada, Germany, Australia, Denmark, etc. Leveraged expertise in immigration processes to guide candidates through the complexities of visa applications, ensuring compliance and facilitating successful outcomes.
- **Multi-channel Communication:** Utilized telephonic and email communication channels to effectively engage with clients. Conducted in-office consultations to provide personalized assistance and support throughout the visa application process, fostering trust and confidence among clients.

Associate Portfolio Manager | Square Yards

Sep 2021 - Nov 2021

- **Strategic Decision-making:** Demonstrated a profound understanding of the company's core values and goals, focusing on comprehending and developing knowledge about micro markets and real estate projects. Ensured a solid foundation for strategic decision-making by staying abreast of market trends and dynamics.
- **Prospecting and Relationship-building:** Played a pivotal role in prospecting and building relationships with potential customers, contributing to the acquisition of new business. Excelled in nurturing long-term relationships with clients and channel partners through effective communication channels, including telephone calls and emails.
- **Business Development:** Actively engaged in calling on leads provided by the company and generated self-generated leads, showcasing a proactive approach to business development. Assisted clients in building their real estate investment portfolios, aligning their objectives with optimal opportunities, and ensuring client satisfaction.
- **Brand Representation and Service Standards:** Contributed to shaping Square Yards as a reputable brand by upholding service standards in line with company policies. Facilitated site inspections for clients and provided transactional support, ensuring a seamless and positive experience throughout the process.
- **Negotiation and Sales:** Facilitated negotiations between buyers and sellers, leveraging effective communication and interpersonal skills. Ensured all relevant documents were meticulously compiled and submitted to sellers, streamlining post-sale processes. Emphasized trust-building and understanding client needs in closing sales transactions.

Sales Analyst | Spinny

Feb 2021 - Sep 2021

- **Sales Operations Management:** Adeptly managed sales operations at the retail hub, ensuring a superb customer experience with the company. Engaged with customers, showcased cars, and conducted test drives, contributing to a personalized and positive buying journey.
- **Inventory Management:** Meticulously managed inventory at the hub, maintaining optimal stock levels and availability. Demonstrated proficiency in pitching cars to customers, understanding their requirements, and presenting suitable options.

- **Customer Engagement:** Expertly integrated consultations on cars, pricing, and market dynamics into customer interactions, ensuring informed decision-making. Scheduled sales visits and inspections for field staff and inspectors, streamlining processes for efficient customer service.
- **Customer Champion:** Prioritized delivering a superb experience with the company at every touchpoint, serving as a dedicated customer champion. Ensured personalized consultations and maintained high levels of customer satisfaction.

Sales Consultant | Paisabazaar

Oct 2019 - Feb 2021

- **Telecalling and Lead Analysis:** Actively engaged in the telecalling process, making calls to customers based on leads provided by the company. Proficiently analyzed customer leads, studied their profiles, and identified their eligibility for Personal Loans.
- **Customer-Banker Liaison:** Efficiently liaised with customers and bankers to ensure the smooth processing of Personal Loan applications. Facilitated the transition from application to disbursement by providing customer details and necessary documentation to bankers.
- **Loan Processing and Documentation:** Played a pivotal role in processing Personal Loans, explaining loan policies to customers, and obtaining their consent for bank selection. Collaborated with customers, bankers, and agents throughout the entire loan disbursement process.
- **Credit Score Education:** Focused on guiding customers on the benefits of improving their Credit Score, emphasizing the advantages of timely loan repayments. Actively educated customers about the broader implications of a positive Credit Score, showcasing its positive influence on access to other financial products.

Management Trainee | Globus Logisys Pvt Ltd

May 2017 - Dec 2017

- **Organizational Efficiency Enhancement:** Implemented a structured folder system for meticulous categorization of CHA bills, transportation bills, and container bills. Ensured proper labeling for easy retrieval, leading to a streamlined document management system and enhanced organizational efficiency.
- **Financial Tracking and Reporting:** Recorded detailed journal entries to capture crucial financial information, contributing to accurate financial tracking. Generated periodic trial balances for internal reviews and actively participated in preparing final accounts, including profit and loss statements, providing a comprehensive overview of the company's financial performance.
- **Statement Printing and Data Management:** Developed a system for regular updates in a dedicated folder for the Finance Manager, facilitating timely decision-making. Managed bills of payables and receivables, establishing a robust process to ensure accuracy and contribute to effective financial planning.
- **Financial Controls Implementation:** Implemented secure cheque payment procedures, including printing and approval processes, to enhance financial controls and minimize errors. Coordinated payment processing with external partners, particularly transportation and container companies, fostering positive relationships and ensuring smooth financial transactions.

COURSES & INTERNSHIPS

- **Internship in Indian Bank** | Associated with Ramakrishna Mission Vivekananda College, Course ID: 24358810
- **Internship in Indian Oil Corporation Limited (IOCL)** | Associated with SRM University, Course ID: PL/TRG/15

EDUCATION

Master of Business Administration - MBA

SRM University, Jun 2014 - May 2016

B. Com, Banking, Corporate, Finance, and Securities Law

Ramakrishna Mission Vivekananda College, Jun 2010 - Apr 2013

Bachelor of Commerce - BCom, Banking, Corporate, Finance, and Securities Law

University of Madras, Chennai, Jun 2010 - Apr 2013 **School Information 12th (2009-2010) = 738/1200 = 61.5% = 62%**

LICENSES & CERTIFICATIONS

- **National Institute of Entrepreneurship and Small Business Development:** OCP/369/14-15/07901(2015/11290/18)
- **Innovation & Entrepreneurship Development Center - SRM University:** OCP/369/14-15/07901(2015/11290/18)
- **Diploma in ERP (Financial Accounting) using Tally - NIIT Ghana:** 14EDZZZZZ0780
- **Post Graduate Diploma in BFSI Management – TimesPro:** PGDBM147430
- **FINPRO-PGDBM – TimesPro:** ETFINPRO147324
- **Financial Modelling - IMS Proschool Pvt. Ltd.:** 136940
- **Google Certifications:**
 - Google Ads - Measurement Certification: 138713481
 - Google Analytics Certification: 138703159
 - Google Ads Creative Certification: 138943079 (Issued Jan 2023 - Expires Jan 2024)
 - Google Ads Search Certification: 139841861 (Issued Jan 2023 - Expires Jan 2024)
 - Google Ads Display Certification: 139842808 (Issued Jan 2023 - Expires Jan 2024)
 - Shopping Ads Certification: 138604554 (Issued Jan 2023 - Expires Jan 2024)
 - Google Ads Apps Certification: 138604539 (Issued Jan 2023 - Expires Jan 2024)
- **LinkedIn Learning Certifications:**
 - Advertising on Facebook

- Advanced Facebook Advertising
- Advertising Foundations
- Building an Integrated Online Marketing Plan
- Creating a Communications Strategy
- Content Marketing for Social Media
- Marketing Foundations: Analytics
- B2B Foundations: Social Media Marketing
- **Digiperform Certifications:** Digiperform Certified Online Marketing Practitioner: HON135467 10321
- **Skill Nation Certification:** ChatGPT & AI Hacks with MS Office: HON135467 10321
- **International Qualification Assessment Services Report:** 5338201MM
- **Google Project Management Specialization:**
 - Foundations of Project Management: AZDZ6SP934UE
 - Google Grow Offline Sales Certification: 138952199
 - Project Initiation: Starting a Successful Project: U9ABNWS5KSFZ
 - Project Planning: Putting It All Together: ZNYG22EUS7YZ
 - Project Execution: Running the Project: AVV48YBREE3D
 - Agile Project Management: G55NMZRBLSPY
 - Capstone: Applying Project Management in the Real World: B8UAAZEGMWBG
 - Google Project Management Certificate - Coursera: 7T3V42P6EWMZ
- **Google Digital Marketing & E-commerce Specialization:**
 - Foundations of Digital Marketing and E-commerce: 8ZFM8KRNU9EZ
 - Attract and Engage Customers with Digital Marketing: JRSUTNYH8SG7
 - From Likes to Leads: Interact with Customers Online: 7WTBRKYFHG2D
 - Think Outside the Inbox: Email Marketing: HP4Z3BMMH6CN
 - Assess for Success: Marketing Analytics and Measurement: BUEYBL3MY4XN
 - Make the Sale: Build, Launch, and Manage E-commerce Stores: QK3QW6D62YK8
 - Satisfaction Guaranteed: Develop Customer Loyalty Online: RVKTP4ARCDYY
 - Google Digital Marketing & E-commerce Specialization: 823Q2NMY9935

Languages: English, Hindi, Tamil and Telugu