

SAKSHI SINGHAL

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Saharanpur(U.P)



Operations & Digital Marketing Specialist

SUMMARY

As a results-driven Operations Manager and Digital Marketer, I excel in leveraging data analytics, agile methodologies, and cross-channel marketing strategies to optimize processes and enhance customer engagement. My expertise in content marketing, and social media management allows me to drive brand awareness and conversion rates effectively. I am skilled in utilizing automation tools and CRM systems to streamline workflows and improve client relationships, ensuring a seamless omnichannel experience. My focus on continuous improvement and innovation positions me to deliver measurable results in today's dynamic digital landscape.

EDUCATION

Pune Institute of Business Management

PGDM, Marketing
2019 – 2021

Graphic Era University

BCOM(Hns), Finance
2016-2019

Lord Mahavira Academy

12th, Commerce
2016

Lord Mahavira Academy

10th, Accounting
2014

SKILLS

- Process Optimization
- Data Analysis
- Cross-Functional Collaboration
- Content Marketing
- Social Media Engagement
- Email Marketing
- Marketing Automation
- Adaptability
- Time Management
- Project Management

PROFESSIONAL EXPERIENCE

Business Support Associate

Skillbook Academy | March, 2024 - Present

- Resolved data management inefficiencies by implementing organized Excel processes, ensuring seamless operations and timely coordination of meetings with corporate clients.
- Addressed gaps in client communication by drafting clear, tailored proposals and pricing quotes for private classes, improving client engagement and retention.
- Solved the challenge of lead generation by leveraging Sales Navigator to identify and connect with corporate decision-makers, driving business development and expanding the client base.
- Enhanced training delivery by optimizing the scheduling and coordination of Scrum and SAFe classes, working closely with trainers to ensure content quality and successful execution.
- Improved the effectiveness of email marketing campaigns through the use of Brevo, resulting in increased engagement and more targeted outreach to prospective clients.
- Tackled inconsistencies in branding by designing professional webinars and marketing materials with Canva, strengthening brand visibility and marketing impact.
- Resolved gaps in content strategy by developing and executing focused email and LinkedIn content, aligning marketing efforts with business goals and driving better audience engagement.

Freelancer Digital Marketer

TELUS International | June, 2023- Feb, 2024

- Annotated Google Photos and videos according to specified guidelines.
- Managed 30-40 tasks daily, ensuring timely completion.
- Utilized the EWOQ platform to efficiently execute tasks.

CERTIFICATIONS

- Certified in "Mastering Digital Marketing: The Complete Course" by Udemy, demonstrating a comprehensive understanding of digital marketing strategies and best practices.
- Achieved 1st place in the "Connecting The Dots" workshop at PIBM, demonstrating strong problem-solving skills.
- Certified in "Case Analysis Contest" by IICMR.

Assistant Concept Manager

Landmark Group-HomeCentre | April, 2022- May, 2023

- Led a team of 30 in managing an 18,000 sqft store with 8 sub-departments in Household and Furniture concepts.
- Enhanced overall business performance by focusing on key performance indicators (KPIs).
- Trained staff to boost Net Promoter Score (NPS) and Google reviews through exceptional customer service.
- Streamlined inventory movement, planning promotions, and implementing seasonal offers.
- Analyzed sales reports to optimize merchandise allocation based on performance metrics.

Marketing Trainee

Ufaber Edtech Pvt Ltd | August, 2021- December, 2021

- Collaborated with the team to manage the company's sales process effectively.
- Prospected organic leads aligned with the company's inbound sales strategies.
- Utilized CRM software for client prospecting and follow-ups, successfully achieving all assigned targets.

Sales Intern

IACA Global | May, 2020- July, 2020

- Conducted data mining to identify potential clients and gathered relevant information for effective prospecting.
- Developed skills in targeting customers from segmented groups for tailored outreach.
- Tracked 473 unsolicited calls, resulting in 84 leads and 20 follow-up opportunities.
- Promoted various Training & Development programs to clients, enhancing their engagement and value.

Sales & Marketing Intern

Hyundai Motors | December, 2019- January, 2020

- Gained comprehensive insight into the sales process of an automobile company by collecting feedback from stakeholders.
- Developed skills in analyzing customer needs and preferences to inform service improvements.