

Pratyush Roy

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SUMMARY

Dynamic Marketing Manager with a proven track record at Express Connections, enhancing brand awareness and driving sales through innovative marketing strategies and social media engagement. Expert in campaign management and business development, blending creativity with analytical skills to deliver exceptional results. Demonstrates leadership and exceptional problem-solving abilities, ensuring project success and team synergy.

EXPERIENCE

Marketing & Social Media Manager

06/2023 - 11/2024

Express Connections

- Prepared monthly sales reports to document sales volumes, potential sales, and areas of proposed client base expansion
- Developed and implemented marketing strategies to increase brand awareness and sales
- Created Social Media Campaigns for lead generation
- Automated & Optimized the Business Operations
- Increased the revenue of the firm

Social Media Intern

08/2022 - 01/2023

Retrend Rugs

- Supervised various social media platforms including Facebook, Instagram, and Twitter to enhance customer engagement.
- Optimized text, graphics or multimedia assets for SEO or display and usability on internet-connected devices.
- Coordinated with internal teams to ensure consistency across all marketing efforts.
- Created the Online Presence of the brand

EDUCATION

Marketing

11/2021 - 06/2024

School of Management Sciences - Bachelor's in Business Management

- Workshops and Seminars : Microsoft Office, Personality Development, New age Marketing, Financial Analysis
- Projects and Research : Marketing Strategy of Britannia and Customer Satisfaction towards UPI payment Apps
- Professional Development Courses : Microsoft Office, SEO, Social Media Management, Business English, Leadership, Sales, Marketing Strategy

SKILLS

Social Media Campaign

Verbal and written communication

Market Research

Business English

Leadership

Microsoft Office

Team Management
Problem Solving
Critical Thinking

Social media management
Business development
Marketing campaign management

LANGUAGES

Hindi

Native

English

Fluent