

Deven Vikram Singh

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SUMMARY

Creative and results-driven Digital Marketer, Researcher, and E-Commerce Executive with a passion for innovative strategies that boost brand visibility and drive sales. Author of four marketing and business books, blending creativity, strategic thinking, and data-driven insights to help brands grow and succeed

WORK EXPERIENCE

Red Tape Limited, Noida (Key Account Manager)

Nov 2023 - Present

- Spearheaded product listings, order fulfillment, and customer engagement, boosting sales by **35%** and enhancing brand visibility.
- Managed seller portals (Flipkart, Amazon, Myntra, Tata Cliq, Nykaa, Ajo, Jio Mart), driving a **30%** increase in product visibility and sales growth.
- Improved data accuracy and reporting efficiency by **25%** through advanced Excel skills, leading to faster decision-making and improved performance tracking.

ITC LIMITED, Gurugram (Brand Representative Internship)

Jun 2023 - Aug 2023

- Dealing with customers
- Trained in increasing visibility of ITC FMCG products.
- Learned to enhance sales and gain interpersonal skills.

Edera,Pune (Digital Marketing Internship)

Nov 2022 - May 2023

- Increased course enrollments by **20%** through targeted digital marketing campaigns..
 - Improved conversion rates by **15%** by using data analysis to optimize campaign performance.
 - Enhanced online visibility by collaborating with cross-functional teams to develop innovative marketing strategies.
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EDUCATION

Bachelors of business administration

Sep 2021 - Oct 2024

Institute of management studies, University courses campus

- Specialization in Marketing & Branding.
- Industrial visit at "**Haier** ",Home appliance company".

Intermediate ISC

Aug 2015 - Aug 2019

Modern Academy Senior Secondary school

- Gold Medalist in National Football.
 - Class 10th- 86% (Top 10 Topper List)
 - Class 12th- 93% (School Topper)
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ADDITIONAL INFORMATION

- **Technical Skills:** Project Management, Interpersonal skills, Creative solutions, Management/Planning skills, Decision-Making Skills, Excel Skills
- **Languages:** English, Hindi,
- **Certifications:** Certification in Digital Marketing (Google Digital Carriage), Certification in Brand Management (University Of London) , Certification in International Business (University Of New Mexico) , Certification in Viral Marketing (University Of Pennsylvania) ,Certification in Ms Excel (Simplilearn)
- **Awards/Activities:** Author of 4 books, Researcher,National Gold Medalist, Podcaster