

Nikhath KA Rajput

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Marketing Expert with an experience of over 8 years in the Service industry. I can implement and formulate effective marketing strategies using ORM, Email and SMS marketing, Web and GDN marketing. My strength is client relationship management, developing strategies for sales, budgeting and people management which enables me to strengthen the core and work as per business requirement.

Key Strengths & Areas of Expertise:

Marketing Communications | Email Marketing | Product Knowledge | Account Management | Project Management | Online Reputation Management | Social Listening Tools like Quickmetrix, Oracle CRM and Locobuzz

Work Experience:

➤ Idealake Information Technologies Pvt. Ltd.

September, 2020 till July, 2021

Group Account Manager & Business Development

Job Responsibilities:

- Creating business opportunities and developing strategies for existing businesses
- Communicating new product developments to prospective and existing clients
- Planning and overseeing new marketing initiatives
- Determining and defining project scope and objectives & develop quotes and budget based on scope of work
- Prepare Project Plans, manage contracts with vendors and suppliers by assigning tasks and communicating expected deliverables
- Managing cross-functional teams of Project Managers, Backend and Frontend Developers and UI/UX Designers in developing and redesigning websites, mobile apps and chatbots
- Leading and managing the AEM and Sitefinity team on new project developments and maintenance activities

➤ Hansa Customer Equity Pvt. Ltd

December, 2016 till 4th September, 2020

Associate Consultant - Digital Solutions

Job responsibilities:

- Looking for new business opportunities in the market
- Making data analysis about the competitors and new developments in the market.
- Managed communication for banking clients with end-to-end email and SMS marketing, including oversight of creative output, analysing customer data and segmentation to create effective communication.

- Prepare campaign for Client for enhancing their Portfolios & Sales.
- **Managed cross-functional teams** of copywriters, strategists, designers, developers, etc. and managed different types of data driven campaign for Clients.
- Managing budgets and timelines.
- Encourage revenue growth by inspiring clients to purchase additional services.
- Creation and execution of creatives for e-mailers, social media and display banners for PPC campaigns & developing content strategies.
- Reviewing and analyzing social media data and creating monthly, quarterly **reports** based on the same.

Projects worked with Hansa Customer Equity

- Customer Journey Mapping for Kotak Mahindra Bank Limited
- Online Reputation Management for various companies

➤ **Performics Convonix Systems Pvt. Ltd**

March, 2014 till December, 2016

Analyst in Online Brand Monitoring

Job Responsibilities:

- Analyzing the Brand's online presence and damage control.
- Formulating strategies that will create a buzz online and to optimize the Turn-around time
- Handling campaigns of the brand on the social media platform and notifying the client of the engagement.
- Expertise on social listening tools like Locobuzz and Iristrack (in-house tool of Performics.Convonix)
- Reviewing and analyzing social media data and creating monthly, quarterly reports based on the same.

➤ **ICICI Bank Pvt. Ltd**

July 2011 till March, 2012

Trainee Officer - E Service department for International Remittance

Job Responsibilities:

- Handling International Remittances product queries on e-mails (Talisma application)
- Knowledge of handling escalations and NRI customers.

Internship with Essar Steel India Ltd., Mumbai (May-July 2013) for Sales & Marketing & Preparing market plan for furnace normalised Steel plates.

Educational Qualifications:

Year of Passing	Degree	University/College
August, 2014	Masters of Management Studies (Marketing)	Mumbai University
July, 2011	B.Com (Banking and Insurance)	Mumbai University
June, 2008	HSC (Voc. Commerce - Banking)	Maharashtra State Board
June, 2006	SSC	Maharashtra State Board

Skills:

- Proficiency in MS Office (Excel, Office and Powerpoint)

Personal Details:

Nationality	: Indian
Date of Birth	: 2 nd December, 1990
Gender	: Female
Marital Status	: Unmarried
Languages Known	: English, Hindi, Marathi, Urdu

(Nikhat Rajput)