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**Manoj**

[Manoj.369618@2freemail.com](mailto:Manoj.369618@2freemail.com)

## SUMMARY

I am well-spoken, energetic, confident, and presentable, the type of person on whom your customers will rely. I also have a wide breadth of experience of the type that gives you the versatility to place me in a number of contexts with confidence that the level of excellence you expect will be met.

## EDUCATION

MBA International Business 2012

BSc Information Technology 2009

HSC 2006

SSC 2004

## COMPETENCE

🞕🞕🞕🞕🞕🞕🞕🞕 Communication

🞕🞕🞕🞕🞕🞕🞕🞕 Listening Skills

🞕🞕🞕🞕🞕🞕🞕🞕 Critical Thinking

🞕🞕🞕🞕🞕🞕🞕🞕 Tech Savvy

🞕🞕🞕🞕🞕🞕🞕🞕 Accountability

🞕🞕🞕🞕🞕🞕 Adaptability

🞕 🞕🞕🞕🞕🞕 Emotional Intelligence

🞕🞕🞕🞕🞕🞕🞕🞕 Analytical Thinking

🞕 🞕🞕🞕🞕🞕 HTML

🞕🞕🞕🞕🞕🞕🞕🞕 Microsoft Office

🞕🞕🞕🞕🞕🞕🞕🞕 Timekeeping

🞕🞕🞕🞕🞕🞕🞕🞕 Teamwork

🞕🞕🞕🞕🞕🞕🞕🞕 Initiative

🞕🞕🞕🞕🞕🞕🞕🞕 Creativity

# CERTIFICATION

* Digital Marketing certification course

# WORK **EXPERIENCE**

## Digital Marketing Executive / Business Development

SHIPOUTFROMUSA (November 2016 till date)

**Key Responsibilities**

* Develop, coordinate and timely deliver the digital content.
* Communication development for all digital communication on all consumer facing portals.
* Implement SEO on all customer facing portals, monitor results for higher SERPs and improve traffic to the website.
* Implement the social media marketing strategy.
* Execute blogger activation campaigns based on marketing plans.
* Creating marketing pitch, lead identification and database management.
* Develop and increase business by following up on potential leads by giving presentation and meetings with clients and providing them the utmost customer service.
* Gain market knowledge and keep track of the competition.
* Identifies business opportunities and pinpoints areas that need improvement to help increase sales volume and market share.
* Ensure that the key accounts are effectively managed.
* Any other tasks and duties as may be required by time to time

## Digital Marketing Executive

SME MaXX (Aug 2016 – Oct 2016)

**Key Responsibilities**

* Develop, coordinate and timely deliver the digital content.
* Communication development for all digital communication on all consumer facing portals.
* Implement SEO on all customer facing portals, monitor results for higher SERPs and improve traffic to the website.
* Implement the social media marketing strategy.
* Execute blogger activation campaigns based on marketing plans.
* Coordinate and timely deliver the digital paid media campaigns module (search, Online publishers, mobile sites, ad networks, affiliates, database owners and other digital media) for the channel and organization in meeting the business and marketing targets within the assigned budget.
* Monitor the performance of paid media campaigns, generate and analyze web statistics and prepare evaluation reports with recommendation for improvements.
* Develop the content for paid media activity (e.g. Website content, online banners, search ads, etc.) on website and other online channels by coordinating with internal stakeholders.
* Creating marketing pitch, lead identification and database management.

## Business Development Executive

Indiahomes (Oct 2014 – Sept 2015)

**Key Responsibilities**

* Works hard towards consistently achieving and exceeding monthly sales targets to ensure accomplishment of the monthly target.
* Actively prospects and acquires new accounts.
* Develop and increase business by following up on potential leads by giving presentation and meetings with clients and providing them the utmost customer service.
* Gain market knowledge and keep track of the competition and there products.
* Identifies business opportunities and pinpoints areas that need improvement to help increase sales volume, market share and profitability per property sales.
* Ensure that the key accounts are effectively managed.
* Any other tasks and duties as may be required by time to time

**Achievements**

* Winners for Hackathon 2015 to find out bugs in companies profile and Mobile App.

# WORK **EXPERIENCE**

## Business Development Executive

Lemuir Express (Dec 2013 – Sept 2014)

**Key Responsibilities**

* Exploring business potential & clientele to secure profitable business volumes and participating at exhibitions
* Fetching the Import Data and making presentation to the clientele to use export services and gain the export business
* Maintaining relationship with existing clientele by visiting for payment collection and tap the business for other countries
* Ensuring effective customer relationship and achievement of targets
* Maintaining a daily and monthly sales report
* Any other tasks and duties as may be required by time to time

**Achievements**

* Single handedly driving the business for surat
* Customer retention and generating maximum business

## Business Development Executive

DTDC Couriers and Cargo (Jul 2012 – Dec 2013)

**Key Responsibilities**

* Maintaining relationships with existing customers as well as Development of new client base
* Meeting high-end net worth potential customer understanding the potential, explaining the product (Air Freight, Sea Freight & Couriers) and briefing about the company and converting it into business
* Communicating with the overseas office and overseas customers as and when required to have a smooth communication
* Ensuring effective achievement of targets
* Responds to incoming opportunities through different medium (Phone, Mail, References)
* Executes and supports the operational aspects of business booked (e.g. Generating proposal, writing contract, customer correspondence)
* Maintaining a daily and Monthly sales report
* Any other tasks and duties as may be required by time to time

**Achievements**

* Achieved annual sales target by getting onboard (Paper Product Limited and Amarchitrakatha) and increased the revenue by 20Lakhs
* Helping franchise targeting seasonal products in greater Mumbai
* On boarded 2 new clientele for the new product SEA FREIGHT