

SUMMARY

Marketing & Sales Specialist with 5+ years' success in digital marketing, lead generation, and sales enablement. Passionate about mental health and mission-driven communication. Blends data-driven and empathetic marketing to engage diverse audiences. Skilled in cross-channel campaigns, pipeline building, and client communications. Committed to learning and staying ahead of trends to deliver effective solutions.

TECHNICAL SKILLS

Digital Marketing Expertise: SGE, SEO, social media marketing, email marketing, content creation, lead generation, campaign optimization, PR management, video content creation.

Sales & CRM Tools: Zoho CRM, HubSpot CRM, Lead generation, sales forecasting, e-commerce transactions, cost estimation.

Technical Proficiency: HTML, CSS, SQL, Python, Visual Studio, Eclipse.

Marketing Tools: Google Analytics, Google Ads, Meta Ads, Twitter Ads, Hootsuite, Mailchimp, Canva, Photoshop, Market Samurai, WordPress.

WORK EXPERIENCE

Concentrix (Client : META), Canada
Client Account Manager

Jun 2024 – Till Date

- Managed a portfolio of 23+ marketing agencies and SMB clients, delivering tailored digital marketing strategies across Meta platforms (Facebook, Instagram, Messenger), resulting in a 35% average increase in monthly ad spend.
- Created sales materials and onboarding resources for new advertisers, reducing setup time by 40% and supporting client acquisition.
- Exceeded quarterly sales targets by 120%+ consistently through consultative selling, campaign optimization, and strategic upselling.
- Helped onboard new advertisers and trained them on Meta Ads Manager, Business Suite, and best practices, reducing setup time by 40%.
- Managed campaign performance tracking via Meta Ads Manager and Google Analytics, ensuring efficient CAC and ROI optimization.

Zentidy, Canada
Marketing and Sales Strategy (Advisory Role)

Jan 2024 – Oct 2024

- Built and executed end-to-end sales and marketing strategies, leading to predictable client acquisition and scalable revenue growth.
- Designed structured lead generation systems and optimized sales funnels, increasing lead conversion rates by 30%.
- Developed a dynamic pricing strategy and CAC (Customer Acquisition Cost) model, enabling accurate budget forecasting and campaign ROI tracking.
- Authored standard operating procedures (SOPs) for lead handling, client onboarding, and service delivery to ensure scalable and consistent operations.
- Delivered client communications and partner engagements with sensitivity and care, balancing growth objectives with trust-based relationship building.

StikBook, Canada
Marketing and Communication Manager

Jan 2023 – May 2024

- Designed and executed digital marketing campaigns, driving a 40% increase in client engagement across online channels.
- Managed updates and SEO optimization for company website, improving user experience and supporting lead generation.
- Built and maintained relationships with key stakeholders, resulting in a 20% boost in collaborative projects and enhancing brand visibility.
- Led a team of three to complete multiple projects ahead of deadlines while maintaining quality standards
- Monitored and managed online media mentions and PR inquiries, aligning coverage with brand positioning and marketing strategy.

Soft Sol, India
Digital Marketing and communications Coordinator

Jan 2020 – Dec 2022

- Spearheaded **B2B social media campaigns**, driving a 50% increase in web traffic and enhancing brand visibility for SaaS clients.
 - Managed updates and SEO optimization for company websites, supporting online visibility and lead capture.
 - Created short-form video content and multimedia assets for campaigns and social media, boosting engagement rates.
 - Developed **client-facing marketing materials** including case studies, whitepapers, and demo videos to support sales teams in client acquisition and onboarding.
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EDUCATION

Cambrian College of Applied Arts and Technology, Canada
Postgraduate Diploma in International Business Management

Mar 2023 – Dec 2023

Alliance University, India
Bachelors in Business Administration

Jun 2018 – Jun 2021