

# AKASH CHAUDHARY

## Head - Digital Marketing

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Chandigarh



## SUMMARY

Over 12 years' rich experience in planning, supporting, implementing and deploying leading-edge digital marketing solutions that contributed towards top-line & bottom line growth

## MARKETING - HARD SKILLS

Performance Marketing	Growth Marketing	SEO	
Brand Building	Lead Generation	SMO	SEM
ORM	Marketing Automation	Whatsapp Marketing	
Strategic Planning	Google Ads	Facebook Ads	
Web Designing	Content Marketing	Mobile Advertising	
CRM	Planning Skills	Data Analysis	Wordpress

## EXPERIENCE

### Head - Digital Marketing

#### SBP Group

07/2018 - Ongoing Mohali, Chandigarh

#### Key Result Areas

- Building, planning, implementing and managing the overall digital marketing strategy
- Ran Performance Marketing campaigns on (FB/Instagram, Google & LinkedIn) to capture Qualified Leads and track Consumer Behaviour with the help of UTM Builder
- Design Funnel Strategy for Marketing Automation platforms that will help to increase the brand Reputation, Lead Generation, Traffic generation & so on
- Designing Digital Marketing Road Map & ensure all the channels will work in adhere guidelines
- Training company staff on using social media tools and technologies; setting up internal processes to manage social media activity across multiple departments
- Responsible for the allocation of a **15Million** Marketing Budget per Year, leading at **10% cost-cutting**
- Executing Digital Marketing Campaigns to ensure that SBP Group reached no. 1 market share
- Heading a team of 6 to run all the marketing activities for the promotion of the firm
- Examined 10+ metrics such as page views, ad impressions etc.; resulted in **30% performance improvement**

## KEY IMPACT

### ⚡ 1.92 Lacs Leads Capture @ 3.25 Cr.

Generated approx **1.92Lacs** Qualified Leads from various channels on the spend of **3.25 Cr** & achieved more than **6XXX** times business INR approx **200Cr.** Through Digital Platforms.

### \*📈 10Cr+ Business Generate by SEO

Start work from scratch & make it profitable in 6 months & captured **10+ Cr.** Business through **SEO**(Organic Search) without spending any penny.

### 📈 Re-Targeting Campaigns

Augmented monthly conversions by **51%** from Month/year to Month/year via retargeting campaigns

### 📧 Marketing Automation

Setup Automation platforms through(Email/SMS/WhatsApp) for 2-way communication & increase conversion rate by 35%. It helps on brand Reputation, Lead Generation & Traffic generation.

### 🌐 Increase Conversion rate by 200%

Designed UX based Corporate website for SBP Group on the platform of **WordPress** & increase Conversion rate by **200%**

## CERTIFICATIONS

### Google Certifications

Search Ads, Video Ads, Google Analytics, Display Ads, Fundamentals in Digital Marketing, Google My Business, Google Tag Manager, Youtube Certifications done in FY-2020-21.

### Hubspot Certifications

E-mail Marketing, Growth Driven Design, Social Media & Inbound Marketing Certifications done in FY-2020

### SemRush Certifications

PPC Fundamentals, SEO Toolkit, Social Media Toolkit, Technical SEO, Advertising toolkit Certifications done in FY-2020.

## EXPERIENCE

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### Manager - Digital Marketing

#### Anarock Property Consultants (formerly JLL)

📅 06/2017 - 06/2018 📍 DLF Cyber City, Gurgaon

Focusing on PMS (Project Marketing Services)

- Generated approx. **45000 qualified leads** from various channels in 2017
- Increased brand awareness/lead generation, while creating and maintaining marketing events, and internal communications
- Managed the campaign design & execution; analyzed the Developers current marketing, through research across mediums to finalize approx. Cost Per Lead before developer discussion.
- Coordinated with agency for lead generation campaigns & to design project wise concept/scheme/USP
- Tracked conversions & improved overall campaign performance
- Conceptualized, design & executed exclusive media campaigns on different social media platforms

### Branch Head, Marketing

#### Reliance Capital Ltd.

📅 04/2015 - 05/2017 📍 New friends Colony, Delhi

Focusing in E-Commerce & Real Estate division

- Worked on Equipment One Stop from scratch; enhanced the **profit by 2X within 12 months.**
- Worked on Reliance Property for various developers on Pan India through paid campaigns, enhanced the **profit by 3X.**
- Framed strategies to drive traffic on site & closely monitored analytics.
- Generated approx. **23000 quality leads by free campaigns.**
- Successfully ran cost-effective campaigns & design website UX design.
- Design digital strategies & closely monitor (Implementation to Execution) to launch Equipment One Stop, Wheels One Stop & Reliance Property.
- Developed consumers across PAN-India by ad campaigns; drove new or existing product awareness and consideration across sectors/markets.

### Manager - Digital Marketing

#### Earth Infrastructures Ltd.

📅 04/2013 - 04/2015 📍 Noida

Real Estate Developer

### Asst. Manager - Digital Marketing

#### 99Acres (Naukri.com Venture)

📅 07/2010 - 04/2013 📍 Noida

Focusing on Organic way to Improve Brand Image

## COURSES

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### Performance Marketing

2 Days Workshop Attend

### Google Ads Workshop

3-Days Workshop Attend

### Marketing Automation

3-Days Workshop Attend on Automation

### Podcast Course

Join 7-Weeks Podcast Course

### Wordpress Course

Learn UI/UX based course - 4-Weeks

### Facebook Course

Joined 2.5Months Facebook Course to improve my Skills

## AWARDS

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### Pillars of the Company

Reward for the Outstanding Performance in the Year



### Standing Ovation Award

Received for the Max. business Generation through Digital Campaigns in a Year.



### Exceptional Performance Award

Received for the Employee of the Year Award continuously for 2 Years



### Gem's Award

Recognize for the Outstanding Performance of the Quarter

## EDUCATION

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### MBA - IT

#### SMU University

📅 2010 - 2012 📍 Noida

### BBA-Business Administration

#### Global Institute of Technology

📅 2007 - 2010 📍 Gr. Noida

## FIND ME ONLINE

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### LinkedIn

[www.linkedin.com/in/akashchaudhary1/](http://www.linkedin.com/in/akashchaudhary1/)



### Portfolio

<https://akashchaudhary.co.in/>