



Saloni Kumar

SENIOR DIGITAL MARKETING ASSOCIATE

 Bengaluru, India

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PROFILE

Motivated digital marketing associate with 5 years of progressive experience in digital marketing field. Self-motivated to consistently provide first-class results in line with stringent targets and deadlines.

SKILLS

Social Media Marketing



Mailchimp



Google Adwords



Google Analytics



Email marketing

WORK EXPERIENCE

SEO INTERN

UKP Solutions pvt ltd

Feb 2022

- Off-page SEO, social bookmarking, submissions.

SENIOR DIGITAL MARKETING ASSOCIATE

Velocita brand consultants

Feb 2017 - Aug 2017

- Worked on marketing campaigns for brands.
- Handled multiple digital accounts.
- Managed the strategy and setup of all paid campaigns(Google ads, Google analytics).
- Designed digital marketing strategies based on current marketing trends, market insights, and competitor activity.
- Developed content for social media channels, including Facebook, Instagram, Pinterest, and LinkedIn, tailoring content based on platform audience and preferences.

JUNIOR SOCIAL MEDIA EXECUTIVE

Setu Advertising pvt ltd

April 2016 - Jan 2017

- Working with the marketing team to help strategize and execute promotional ads for products and services, social media contests, and often through promoted posts & tweets.
- Building strong brand awareness and increasing the company's social visibility on LinkedIn, Twitter, Facebook, YouTube, and Instagram (running ads)
- Streamlining and strategizing steady content across various channels.
- Maintaining monthly content calendars and providing ideas for content on a weekly and monthly basis.
- Using analytic tools to deliver monthly reports on growth and engagement and adjust strategies accordingly.

MARKETING EXECUTIVE

Wintech solution pvt ltd

May 2013 - Sept 2015

- Providing IT solutions to clients like Website designing, SEO, Bulk SMS, Emailing
- Developing a database of qualified leads through referrals, telephone canvassing, and cold calling
- Assisting seniors in the online promotion of company products through social media and other media.
- Maximized outreach by implementing marketing strategies to grow the customer base.

WORK EXPERIENCE CONTD...

CORPORATE SALES EXECUTIVE

Bluebell ergonomics pvt ltd July 2012 - May 2013

- Providing solutions to clients by recognizing their needs and suggesting proper products considering their budget and their need
- Achieving sales targets through lead generation from corporates by the acquisition of new clients and getting business from existing clients
- Developing a database of qualified leads through referrals, cold calling, telephone
- Landed new customer accounts through a consistent combination of perseverance, dedicated cold calling, and exceptional service.
- Secured new clients through targeted prospecting and networking.

SALES TRAINEE (INTERNSHIP)

A9 Advertising pvt ltd May 2011 - June 2011

- Making calls to prospect clients, making media plans, making and presenting for the prospect clients, and maintaining a database of all past and present clients
- Worked with tireless energy and enthusiasm, completing tasks to deadlines to aid overall sales team achievement.
- Followed up on suggested leads via telephone, quickly building rapport with key decision-makers to book meetings with potential clients.

EDUCATION HISTORY

MBA in Marketing 2012
Pune University

B.H.M.CT. 2009
B.I.T. Mesra

Higher Secondary (XIIth) 2005
C.B.S.E (G&H High School)

Senior Secondary (Xth) 2003
I.C.S.E (Bishop Westcott Girls' School)

Certification:

Advanced certification
course in Digital marketing
(2015)