

## **SAMEER SHEIKH**

21, Subhash Colony Shastri Nagar, Jaipur

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### **Career Focus**

A motivated and technically oriented candidate with good communication skills, adaptive range of writing styles with considerable experience in SEO and Social Media Marketing. I would like to advance my career and enhance my skills and become part of a pool of highly experienced and talented team of Marcom and Digital Marketing

### **Skills:**

- ❖ **Marketing & Communications**
- ❖ **Content Marketing & Writing**
- ❖ **Content Marketing**
- ❖ **News Writing**
- ❖ **Content Strategies**
- ❖ **Social Media Strategies**
- ❖ **Online Reputation Management**
- ❖ **Marketing**

### **Professional Experience**

#### **Manager Marketing and Communications at Palawat Inside India Travels Pvt Ltd (January 2019 to Present)**

- Developed marketing programs and used an integrated approach to create balanced programs for clients.
- Managing the day-to-day traffic management of all marketing projects, including process coordination of development and delivery of sales.
- Coordinating implementation of Trade and Consumer advertising, public relations and trade show activities, including lead management and follow-up
- Managing the setup and maintenance of internal and external approvals related to marketing projects
- Preparing marketing collaterals to be shared with customers and B2B clients.

- Managing team processes such as intake and status of all projects, PO tracking, etc, and working with outside vendors and channel customers to facilitate project workflow
- Managing implementation and distribution of communication tools to internal and external audiences.

**Assistant Manager Content & Digital Marketing at Smart Parts Online Pvt. Ltd (September 2016 – December 2018)**

- Fulfilled multifaceted duties that including writing, researching, fact-checking, proofreading and headline
- Managed Social Media Channels
- Ran Paid Campaigns on Facebook and Instagram
- Researching the best keywords and use them in online and offline optimization
- Generate web-analytics report to understand the effectiveness of keywords
- Managed brand guidelines on the Website and all marketing collateral
- Collaborated closely with Editorial/Communication/Marketing and provided technical guidance and strategy for content via social media/banner ad/email announcement campaigns.
- Write copy and designed Web pages and print collaterals
- Review, edit and approve all content flowing to the website
- Coordinating design, production and delivery of marketing collateral and web content for markets worldwide

**Assistant Manager Marketing & Content at CarDekho.com & BikeDekho.com (July 2015- July 2016)**

- Introduce fresh and new angles on previously-reported material to update and inform readers
- Ideating stories to bring traffic on website
- Provided complete, accurate and compelling coverage of both anticipated and spontaneous news for online media.
- Developing strategies to increase engagement and searches.
- Ability to write with wit, concision and authority
- Driving web traffic to the news website using social media.
- Supervising employees, directing them and working together to develop content strategies
- Moderated user generated content and community forums. Acted quickly to remove spam and inappropriate posts

**Executive at Vaibhav Global Ltd (July 2014- July 2015)**

- Responsible for Research and Development
- Writing promotional collaterals for products that are being sold on their US and UK television channels (Liquidation Channel and The Jewellery Channel).

**iSolution Microsystems Pvt Ltd (June 2013 – November 2013)**

- Web Content writing
- Press Releases
- Search Engine Optimization
- Social Media Optimization
- Google Keyword Planning

**Certification**

- Google Certification in Digital Marketing
- Marketing intern for Ambi Pur (A P&G product)
- Trained in Banking Domain level one.

**Education**

- Advanced Certification Program in Digital Marketing from Narsee Monjee.
- Completed 1st years in Advertising Communications & Journalism.
- Secondary from Board of secondary education (R.B.S.E) Ajmer in 2006.
- Senior secondary from central board of secondary education (C.B.S.E) in 2008.
- Graduation from S.S. Jain Subodh PG College (University of Rajasthan) 2011.

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