

ARIHANT SETHIA

INTERNATIONAL SALES & MARKETING



Achievement- oriented professional with a strong record of contributions in streamlining operations, invigorating businesses, streamlining procedures aiming for mid- level role in **International Sales & Marketing, New Business Development and Marketing Strategies**

Location Preference: India & Across the Globe

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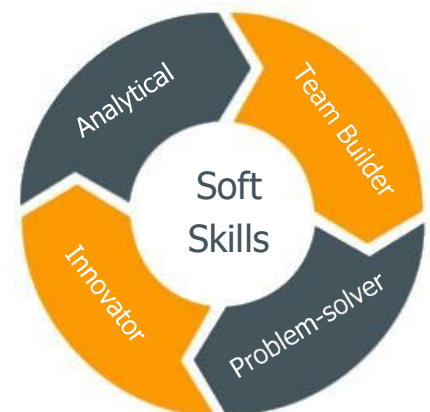
Executive Profile

- Forward- focused professional offering an experience of **over 8 years** in Business Management including **Sales Operations, Marketing Strategies, Digital Marketing, New Business Development and Operations Management** .
- Displayed paramount efforts by leading a team of 4 with the goal of increasing the website organic visibility**. This includes working directly with the web development team to create a custom content management system .
- Structured and managed multiple Google AdWords' accounts providing a moderate to high quality score** . Conducted searches such as evaluating competitor websites to incorporate best practice and create marketing strategy to ensure optimal results.
- Lasting relationships and promoted organic growth with customers through **value-added strategic, by improving CTR through On-Page and OFF-Page SEO** .
- Delivered transformational solutions for multiple requirements covering **competitive strategies, market analysis, resourcing** and other parameters .
- Proven experience in defining & managing** comprehensive **go-to-market** and **content marketing strategies & plans** that include brand positioning. Draught and implement company SEO plans and create road map for accomplishments.
- Expertise in launching a **digital media campaign** including **e-commerce optimization, social distribution, demand-driven messaging, lead generation** and utilize keyword research tools to track progress and performance.
- Excellent data entry skills** .Professional typing skills (59 wpm – words per minute – with 98% accuracy) . Attention to detail without compromising the tasks' speed and performance. Excellent IT skills and hands-on knowledge of **spread-sheets and databases**. **Proficient in Microsoft Office** .
- Monitor Effectiveness of SEO** and marketing programmers in terms of traffic. Troubleshoot poor ranking and develop improvement strategies .
- Experience in **Designing & Executing Sales** Strategies to achieve segment-wise targeted sales volumes, state & city-wise market shares, and coverage objectives .
- Perform** full keyword research and develop related strategies ,**SEO site audit** .

Key Skills

| | |
|----------------------------------|--|
| Sales & Business Expansions | Project Management (Marketing) |
| Strategic Alliances & Engagement | Market Research (Primary / Secondary) |
| Techno-commercial functions | Operational excellence |
| Large data en- | Digital Marketing/ New Media Initiatives |
| New Business Acquisition | On-PAGE & OFF- PAGE |

Soft Skills



Academics & Credentials

- MBA (Marketing & Communication)** from Toulouse Business School , France in 2016
- B.Com.** from University of Calcutta, Kolkata in 2011

Professional Experience

Since Jun'16 with Topflow Constructions Private Limited, Kolkata / Siliguri as **Operational Manager , Business Consultant & SEO Analyst**

Key Result Areas:

- Building & cultivating prospect, long-lasting client relationships** by communicating, partnering & understanding the client's requirements; investigating customer complaints and coordinating action plans with the sales team .
- Planning and managing **Marketing** activities like **ATL & BTL**, depending upon the product and the target audience .**Used Google Analytics and webmaster tools to optimize web properties**.
- Maintained all Social Media platforms including Facebook, LinkedIn, Google+ .**
- Conceptualizing & implementing competitive strategies** for driving retail sales.



Linked in

- **Manage** campaign expenses to ensure adherence to budget and estimating costs to avoid discrepancy reconciliation. Develop link building strategies to improve SEO positions for targeted **keywords; Analyze and recommend website architecture** changes .
- Generating prospects and developing sales strategies to secure new business; implementing improvements to the process that deliver excellent service and customer satisfaction .
- **Implementing sales plans**, ensuring sales quotas were met and exceeding while surpassing client service expectation Conducting market activities on city level and providing analysis to management for new market opportunities .
- Identifying new markets & business opportunities for revenue growth tracking sales, gathering customer & market feedback creating reports and cascading them to the top management .
- **Analyzing business potential**, sales figures & forecasting future sales, building rapport & strong relations with clients for identifying current & future customer requirements and providing advisory services to the customers pertaining to the products & services .Plans and executes **SEO strategy; Provides analysis when necessary ; is responsible for results analysis.**
- **Identifying and networking with prospective key stakeholders**, generating business from the existing accounts, achieving profitability and increasing sales; ensuring that new clients will grow into loyal customers in specialist niche market.

Previous Experience

Mar'13- Jul'14 with Outright Marketing & Distribution, Kolkata, India as Operational Development Executive

Highlights:

- Collaborated with sales force to achieve corporate goals; guided them on writing proposals & closing contracts on time
- Executed the survey report to increase productivity
- Successfully implemented marketing operational excellence plans, thereby leading to an increase in efficiency (process and human resource) over a period of 1 year

Feb'08- Apr'10 with Agarwal Ramesh K & Company (Chartered Accountant), Kolkata, India as Accountant & Auditor

Highlights:

- Analyzed monthly balance sheet Accounts for Corporate reporting . Optimized and managed research & Development Spending through collaborating with key business leaders.
- Analyzed and research reporting issue to improve accounting operations procedures. Compiled large financial pertaining to cash receipts , expenditures , profit & loss report .

Internships

Jan'15- Apr'16 with Fox International Channel, Paris as Marketing Intern

Key Result Areas:

- Sourced new locations and kept detailed records which helped in researching and writing content for websites & social media linked to TV programs
- Supervised the tactical implementation of customer relationship marketing programs resulting in greater targeted approach, maximized sales, created business growth, outright marketing, & so on

Oct'15- Dec'15 with Swastik Conveyor Systems Private Limited, Paris as Marketing Assistant Manager (Intern)

Key Result Areas:

- Developed strong market knowledge of existing and potential clients and ensured business growth opportunities aligned to company's strategic plans
- Provided in-depth analysis of markets, industry trends, competitors and clients to improve strategic planning and decision making

Personal Details

Date of Birth:

11th September 1989

Languages Known:

English, Hindi, Bengali, and French

Permanent Address:

4A RBM Tower AD-386, Krishnapur Main Road, Christian Para- , Kolkata- 700102, India