

# Madhumita Mohan

## Sr. Digital Marketing Specialist

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### SUMMARY

2+ years experienced passionate digital Marketer adept at developing and implementing marketing strategies to advertise and promote products & services. Highly skilled in orchestrating & optimizing processes to increase the overall efficiency of the organization. Proficient in coordinating with the cross-functional teams to deliver the projects within a stipulated time while ensuring optimum customer and stakeholder satisfaction.

### KEY SKILLS

• Strategy Building • Brand Management • Digital Marketing • Campaign Ideation • Campaign Strategy • Content Management • Social Media Marketing • Marketing Strategist • Process Optimization • Email Marketing • PPC Campaign Planning • Lead Generation • Performance Marketing • Market Research • Full Funnel Advertising Strategy • Social Media Creative Campaign • SEO & Keyword Optimization • Content Strategy • SEM • Team Leadership • Budget Management

### TECHNICAL SKILLS

• Facebook Ads • Google Adwords • Hootsuite • Google Analytics • Data Analysis • Programmatic Ads on DV360

### PROFESSIONAL EXPERIENCE

#### Iverbinden Communication PVT LTD

Nov '20 - Present

#### Sr. Digital Marketing Specialist

Bengaluru, IN

*Digital marketing agency based in Bengaluru*

#### Digital Marketing Plan, Strategy & Implementation

- Campaign content creation for **B2B and B2C clients** to support client objectives
- Identified **end-to-end digital media planning** to achieve the results/target within the specified budget
- Moderated with my Business Development team to acquire new clients by **developing client proposals/pitch decks** & presentations

#### Funnel marketing

- Create a **full-funnel marketing strategy** based on research and forecasts for B2B and B2C clients by implementing a tailored **multi-channel digital strategy** for product promotion
- **New Customer Acquisition** - Generated new leads for the clients via digital marketing activities like web page optimization, paid campaigns and nurtured them via email marketing automation

#### Account Management

- Responsible for end-to-end digital marketing growth of a US-based eCommerce brand to **generate consistent revenue every month**
- **Boost traffic by 40%** via a practical full-funnel advertising approach on Facebook, **PPC campaigns**, and **native ads on Taboola**
- Increased website conversions, sales, and ROI for e-commerce clients by developing effective SEM + SEO plans
- Initiate retargeting ads, native ads & google ads (search and display) to drive quality traffic with the highest **CTR of 4.85%**
- Aiding in **content writing** for the website, blog, social media, and sales & marketing collateral

#### Email Marketing Automation

- Plan and execute email marketing campaigns automation to drive sales with the **highest open rates of 84%**
- Achieved **20% revenue generated via email marketing** and automation
- Launch email marketing campaigns to onboard **new users** & reduce drop-off rates by **23%**. Expert with Klaviyo and MailChimp

#### Reporting and Analysis

- Generating **marketing reports** through analyzing data to monitor the effectiveness of various aspects of the campaign such as community, traffic, conversations and engagements, leads and conversions.

#### GROUP PHARMACEUTICALS LTD

Nov '18 - May '20

#### Digital Marketing Executive

Bengaluru, IN

*An innovative pharmaceutical company having 40 years of proven expertise in dental and oral care headquartered in Mumbai*

#### Ecommerce Sales Achievements

- Kick start digital advertising and generate **30% of revenue for 7 inhouse brands** via ecommerce ads on Amazon and Flipkart
- Increase brand awareness by **25%** on digital media via YouTube video marketing which resulted in **2X the sales**

## Advertising & Social Media Campaigning

- Rendered assistance to the Advertising and **Public Relations teams** to create **10+** advertising **campaigns**
- Increase brand mentions **by18%** on social media by implementing **strategic changed in product packaging**
- Developed **brand guidelines** for promoting brand social media platforms
- Successful budget management for 7 brands online promotions

## Strategic Branding & Plan Development

- Conducted **research** to upgrade strategic branding initiatives while developing a marketing plan for social media
- Administered market research to identify branding opportunities and **track media coverage**

## Employee development initiatives

- Initiated a internal **employee development program** for the company

## EDUCATION

### PG Certification in Digital Marketing and Communications

Sep '20 - Jun '21

### MICA & upGrad

Bengaluru, IN

*Specialization in Branding & communications and Marketing Analytics*

### B Tech in Computer Science

Aug '12 - Jun '16

### Sir Chotu Ram Institute of Engineering and Technology

Meerut, IN

### Pre-University Course

Jun '10 - Mar '12

### Sharnbasveshwar Residential Pre-University College

Gulbarga, IN

## INTERNSHIPS

### Digital Marketing Intern

Jul '18 - Nov '18

### Cakewala

Mumbai, IN

*A local bakery business in Bangalore.*

- Gained in-depth knowledge of identifying target audience to **distribute marketing content** for expanding **brand presence**
- Develop digital marketing strategy to increase website traffic and social media brand mentions.

## ADDITIONAL INFORMATION

- Advanced Digital Marketing Certification from Digital Academy 360, Bengaluru (05/2018 - 10/2018)
- Harvard Business Review Ascend Select Member (07/2020 - Present)
- Digital Marketing Freelancer (07/2018 - 11/2018)
- Google Ads Certifications (Search, Display, Video, Shopping Ads, Apps and Measurement)
- SEMrush SEO ToolKit Exam (10/2018)
- "If I have to choose a person who can handle multiple stakeholders, that's Madhumita. She worked on our various initiatives in digital marketing and was instrumental in exploring new avenues for digital promotion." ~ Laxmikant S. AVP, Group Pharmaceuticals Pvt Ltd