

ARUNA BALAJI

BE (Computer Science), VTU, Bengaluru, 2011

MBA (Finance), SMUDE, Bengaluru, 2014

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Current Location: Dwarka, New Delhi

PROFILE SUMMARY

- **Proven cross-functional team leadership talent** to build consensus amongst all stakeholders and keep projects on track even under difficult circumstances to deliver exceptional results.
- **Exceptionally diverse combination of hard and soft skills** from software savvy and process methodology to risk management, learning agility, and interpersonal effectiveness.
- **Unique blend of strategic and creative acuity** to fill multiple roles ranging from small to large teams and interact productively with all departments.
- **Experienced with a wide variety of media** including video, print, web, and events, with expertise in determining the best media channel for delivery of targeted communications.
- **Strong marketing expertise** in launching award-winning products and strengthening brand identity for a diverse selection of organizations.

AREAS OF EXPERTISE

- Integrated Digital Marketing Strategy
- E-commerce Marketing
- Email Marketing
- Search Engine Optimization (SEO)
- Strategic Planning
- Social Media Marketing (organic and paid)
- Website Designing
- Project Management
- Market Research and Analytics
- Corporate Communication
- Search Engine Marketing (SEM)
- Team Handling and Training

TECHNICAL PROFICIENCY

- MS Office Applications
- Ecommerce Marketplaces - Flipkart, Amazon, Snapdeal
- Smartech (Netcore AI Tool)
- RingCentral
- Mailchimp, Stripo, BEE Free
- HTML and CSS
- Social Media Platforms
- Hootsuite, Buffer
- Google Analytics
- Google data studio
- JIRA, Trello, Priority Matrix
- Canva
- Nelio, Yoast, All-in-one SEO
- Ad management platforms - Facebook, Google, Snapchat and TikTok

CERTIFICATIONS

- Google Analytics
- Search Engine Optimization (SEO)
- Paid Digital Marketing (SEM and SMM)

PROFESSIONAL EXPERIENCE

Manager - Digital Marketing Skillgigs Inc. - New Delhi (Full Time: Oct 2019 – Dec 2020)

- **Ideate** (which includes but not limited to personal observations or analysis based on marketing data, brainstorming sessions with CEO and senior management and in-house sales teams), **plan, implement and manage the overall digital marketing strategy** for multiple business accounts or models (marketplace and app) of the organization simultaneously.
- **Source** (includes talent hunt, interviewing and negotiating compensation based on terms of work if vendor/agency), **plan and lead a digital marketing team of different skill sets** (which includes in-house team, contingent workers and vendors or agencies) by **measuring and analyzing** identified **marketing ROIs** and **KPIs**.
- **Monitor and analyze lead conversion performance trends** to formulate inbound and outbound digital marketing plans to generate high value relevant leads and manage online business reputation **using marketing automations and funnels**.
- **Research competition, investigate benchmarks and provide suggestions** for continuous business improvement considering the organization's vision and mission.
- **Deliver quality business leads by leading digital marketing team overseeing different digital marketing channels** which includes Search Engine Optimization (SEO), App-store optimization (ASO), Search Engine Marketing (SEM), Email Marketing, Social Media Marketing (SMM), SMS Marketing, Content Creation and Marketing etc. with **monthly digital marketing budget of above \$10k**.
- **Track and analyze digital marketing efforts** using tools like Google Analytics, Ahrefs, Screamingfrog and respective channel native insights to make complex analysis and **present high-level performance and progress review to C-level management and board members**.
- **Proven strong project management skills** demonstrating **performance driven execution** by collaborating with internal and external cross functional teams, C-level executives and departmental heads, at varying levels of project complexity and timelines running concurrently over extended periods of time **without losing sight of the priorities**.

ACHIEVEMENTS

- **Consistent lead (website sign up) generation** using **email marketing** and **SEM**.
- **On-page optimization** of both **Skillgigs** and **Swipefox** websites.
- **Partnered** with the **Product Head** in **re-designing and migration of Skillgigs website** by contributing **on-page content** and **SEO audit** after migration while **retaining on-page SEO health**.
- Independently and successfully **led virtual B2B event projects** for Skillgigs (CWS Summit - awareness and lead generation) and Swipefox (HCSS Summit - product launch).
- **Vendor Management** - Independently managed sourcing, obtaining quotes with pricing, capabilities, turnaround times, and quality of work, negotiating contracts, managing relationships, assigning jobs, evaluating performance, and ensuring timely payments for SEM, content, SEO (on-page and off-page).
- **ASO of Swipefox PWA app listed on Google Play Store**.
- Participated in Swipefox **PWA app design and development** in **formulating user journey** from its nascent stage to successful real time user acceptance and lead generation stage.

Assistant Manager - Marketing
MicroSave Consulting (MSC) - New Delhi
(Full Time: March 2019 – Sept 2019)

- **Overseeing the full integrated marketing lifecycle** of all finance knowledge management products right from inception to target, engage and monitor followers across the globe to achieve business objectives.
- **Manage multiple marketing projects parallelly** from ideation to execution, from planning marketing efforts to execution and analysis.
- **Internal Client Servicing** throughout the marketing lifecycle - Act as one point contact for marketing efforts by engaging with global internal finance subject experts in planning, creating, scheduling and executing marketing efforts.
- **Understanding team's demands and workflows** by actively **engaging in concept discussion** with all teams and prioritizing work efficiently.
- **Managing multiple deliverables concurrently** with minimum guidance and without compromising on quality.

ACHIEVEMENTS

- Successfully **led campaigns from ideation till execution and performance analysis** for internal microfinance research teams located globally by collaborating with video, email, design and copy team.
- **Website analytics and reporting:** Presenting weekly and monthly performance analysis to C-level executives of the organization.

Digital Marketing Manager
PINBALL Clothing India Pvt. Ltd. – Bengaluru, India
(Full Time Remote: May 2017 – May 2018)

- **Online Marketplaces:**
 - **Manage brand presence on all relevant leading E-commerce Marketplaces** (Flipkart, Amazon, Alibaba, Paytm etc.) by coordinating with various internal and external teams and/or individual contributors.
 - **Plan inventory management, catalog management, fulfillment option management** and thereby **analyze performance** (product and seller profile), **customer feedbacks to improve product listings** for incremental conversions.
 - Periodic **payment reconciliation, sales and returns analysis** and resolve discrepancies in case if any by collaborating with internal and external teams.
 - Explore and execute **collaboration with online marketplace account managers** for bulk orders or large business transactions through models like Flipkart WSR, Amazon business, etc.
- **Website designing: Lead** brand's e-commerce website designing by understanding the website development process and **collaborating with various internal** and **external agency** teams like technical, operations and management to improve user experience on the website (UI, UX and usability) and increase conversions.
- **Trade Exhibitions, Conferences & Meet-ups:** Promote brand's various product lines and online presence to potential customer(s) and/or client(s) through offline channels.
- **Team Building and People Management:** Managing complete recruitment cycle - sourcing, interviewing and employment for brand's digital marketing team.

ACHIEVEMENTS

- Played a key role **partnering with the CEO in bringing to market a new digital platform for consumers and businesses**, setting the course and enhancing the digital image of the company as the leader in the field.
- Analyzed user data to identify opportunities to **create new revenue channels** leveraging existing product capabilities for significantly higher rates of revenue economically.
- **Managed, and provided statistical analysis of marketing placements, messaging, and promotion types** across print, video, mobile, and social platforms, leading to a focus of resources on the most profitable initiatives.
- **Designed workflows for website and offline to online strategies** to move 20+ categories of overstocked and old stock of products.
- **Led a team of 10+** graphic designers, programmers, digital marketers and account managers and successfully closing the web designing project.
- **Spearheaded and managed bulk Marketplace sale projects with order size more than a million** on Flipkart (Retailnet), Amazon FBA starting from agreement signing to payment reception and/or product return for PINBALL.
- **Remodeled the storage, stock management and dispatch process** of products and **increased the monthly marketplace sales by 2%**.
- **Revamped outdated marketing materials and developed quality sales collaterals** to facilitate the transition from tradeshow to retail online marketplace.
- **Designed a consistent look for all marketing collateral** that led to **increased enrolment and brand identity**.
- **Managed the design and layout of a new Product Catalogue, Banners and Standees for national Photography Exhibition participation** held at various places across India.
- **Participated in offline marketing of products via Trade shows and Exhibitions promoting online platforms of the brand and built new consumer networks and brand associations for online marketing.**

Sr. Digital Marketing Executive

TruTrade (Vedica Organics) – Bengaluru, India

(Full Time Remote: March 2016 – February 2017)

- Drive **SEO strategy** using **integrated digital marketing** technique to increase traffic to the website and generate leads on the website for the target market (United States).
- **Posting, managing and optimizing social media profiles** using built-in **social media tools, Hootsuite, Buffer**, etc., on platforms like Facebook, Twitter, Instagram, Pinterest, Tumblr, and Google+ to drive traffic to the website with organic social media marketing activities while creating activities and engaging followers on the page.
- Created **search engine optimized blogs and other content** to promote products on website, social media platforms and through newsletters.
- Automated **email list building** to acquire new customer base, in an organic way and thereby generate conversion through **email marketing** techniques using e-mail marketing tool **Mailchimp**.
- Increased number of **affiliate sign-ups** to the **active affiliate program** to increase product reach and conversion using social bookmarking, integrated marketing technique; **managed affiliates network** using the tool -**LeadDyno**.

- **Directory submission and social bookmarking** of business to increase visibility and drive traffic to the website.
- Periodic **website content optimization** for enhanced user experience and improved conversion rate using **on-page SEO** tactics.
- **Preparing price competitor analysis reports** to be sent to the management team for evaluating strengths and weaknesses of current and potential competitors and drive sales on e-commerce platform - **Amazon.com**.
- Using **Google Analytics** and other web analytics tools to get insights of the traffic and user engagement on the website and evaluate, develop or modify digital marketing plans.
- **Collaborate** with people working in **different roles** and the **management team** to complete an assigned task.

ACHIEVEMENTS

- **Orchestrated** the overhaul of an entire **marketing campaign, including a 100+ page web site, email communications and product inserts** for the non-profit organization.
- **Designed, managed, and provided statistical analysis of marketing emails and promotion** types across various platforms, leading to a focus of resources on the most profitable initiatives.
- Researched and **presented critical competitor price data analysis** that enabled organization leaders to focus on most competitive products and categories with greatest potential on online Marketplaces.
- **Optimized product descriptions and titles on Marketplaces and the website** for all the available category of products with a total count of up to **300+ products**.
- **Achieved consistent incremental reach** from 200+ to 1000+ **and engagement** from zero to 5+ on **social posts** active on social media platforms within 6 months of taking over the ownership of the social media channels.
- **Increased the number of email subscribers to 1000+ from 200+** in 6 months of taking ownership of the channel.
- **Created and published 10+ blogs** for the brand adding optimized content and increasing the traffic to the website through social media and email marketing.

Hardware Dispatch Supervisor

Hewlett Packard (HP Inc.)- Bengaluru, India

(Full Time: July 2011 – February 2016)

- **Supervising and guiding Business Analysis** activities of agents located in various centers of India and Philippines supporting North American customers in addressing **HP All-in-one Inkjet and LaserJet printer** related queries and issues.
- **Involved** in the careful investigation of the issue and customer under consideration and deciding on the dispatch of HP All-in-one Inkjet and LaserJet printers and parts.
- **Researching the target** market (North America) and developing innovative ways for customer engagements and satisfaction.
- **Mentoring** fresher to the team in learning and understanding of the process and the tools and providing feedback for achieving positive results.

ACHIEVEMENTS

- As a part of **APAC region sales competition**, **recognized** for being part of the **top overall performing team in 2015**.
- Recognized for making **highest quarterly sales in 2011** and awarded "RevGen Star".
- **Consecutively earned highest rating every year** for **remarkable overall annual performance**.

ADDITIONAL INFORMATION

- Experience working with both **Startups** and **Enterprise**.
- Recognized for making **highest sales** and for **performance** on various occasions.
- Skilled in **strategic planning and implementation** with ability to prioritize work effectively and achieve objectives within time.
- **Quick learner, active team player** and **adapted to working in a dynamic work environment**.

PERSONAL INFORMATION

- Date of Birth: **22nd October 1989**
- Languages Known: **English, Hindi, Kannada**