

# JYOTI SWAROOP MOHANTY

Digital Marketing Specialist with 9 years of experience marketing in alignment with digital strategy, digital marketing training, project simulation workshops conducting primary & secondary research, detailed analysis of Marketing Strategy of Companies with various business verticals and support assessment of projects to advise various clients to focus on different product categories as per the business requirement

DIGITAL MARKETING  
SPECIALIST,  
TRAINING &  
CONSULTING,  
PROJECT SIMULATION  
WORKSHOPS

## AREAS OF EXPERTISE

Digital Marketing Specialist : Digital Marketing  
Training & Consulting: Project Simulation  
Workshops : Market Research and Intelligence :  
Corporate Relations : Branding

## PROFESSIONAL HISTORY

### DIGITAL MARKETING CONSULTANT (OFF-SITE PROJECTS

ELLEG | OCTOBER 2017 - PRESENT

- Discover new ways for businesses to engage with existing customers and attract new ones by evaluating the current marketing strategy.
- Suggest or implement improvements in areas like SEO, Social Media, E-mail Marketing, and Website Design.
- Improve and manage company branding, increase client engagement, and communications with creative social media, email, mobile, or local marketing campaigns.
- Coordinate content platforms such as website landing pages and blogs.
- Improve business site's Google ranking by adding new keywords, analysing, and optimising web pages. Implement a content development strategy for websites and blogs.

### ASSISTANT PROFESSOR

ASIAN BUSINESS SCHOOL | APRIL 2019 - APRIL 2020

- Undertake research-led teaching at different levels on undergraduate and/or postgraduate taught courses, regularly collecting, and responding to, student feedback.
- Play a significant role in the design, development and planning of modules and programs within the subject area with quality assurance and enhancement as required.



## Contact Info



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## DIGITAL MARKETING TRAINER

TATA INSTITUTE OF SOCIAL SCIENCE | MAY 2019 - JULY 2020

- Lead Trainer for Digital Marketing Courses, which covers the entire portfolio of Digital Marketing

## SENIOR RESEARCH AND DIGITAL CONSULTANT

ELI INDIA - OCTOBER 2017 - MAY 2018

- Research, develop and deliver a programme of educational and commercially viable conferences (webinars) across sectors (e.g. Transportation, SCM, Logistics, Retail, CPG, HR & Payroll, Technology, Banking, Trade etc.) with particular focus on the online conference/ courses.
- Work internally with colleagues and externally with industry professionals to identify key trends for events, covering the latest industry specific issues and regulations. > Review conference programs and agendas, with compelling content, based on market knowledge and industry research.
- Develop, Implement and manage digital marketing campaigns and enhancing brand awareness in the digital space.
- Manage On-Page optimization and Off-Page optimization process for brand and webinar events.
- Manage marketing and advertising promotional activities (e.g. social media, direct mail and web).
- Manage and execute the 60 days social media calendar for webinars and organisation's page.
- Collect, aggregate, and analyse data to extract insights and communicate the risk, impact, and opportunities to members of the marketing team and beyond
- Partner with editorial, video, and design teams to create, curate and manage all published content
- Managing website banners, blogs, content and reports, working with graphic designers to create content.

## SENIOR RESEARCH ANALYST

INDUSTRIAL INFO.

RESOURCES - JANUARY 2013 - JUN 2016

- Managed end-to-end qualitative market research for projects and companies
- Delivered projects on market research involving management of the project, questionnaire designing, report writing, generating business insights Communicates team needs to other departments
- Develop, Implement and manage digital marketing campaigns and enhancing brand awareness in the digital space.
- Drive website traffic, acquire leads, measure site traffic, identify and evaluate new digital technologies and optimize marketing campaigns, e-mail marketing, and social media
- Manage organization's website, work on SEO of the website pages, edit and post content, videos, podcasts and audio content on online sites
- Collected & analysed data to manage competitive and strategic recommendations; created market intelligence reports on current trends & markets, companies and different sectors
- Assisting Clients on their business through SWOT Analysis and Porter's Five Forces Analysis on their strategy and helping them through various Key Performance Indicators of the Industry and Business

## Core Competency

Digital Marketing

Online Webinar  
Training

Project Simulation  
Training

Training and  
Development

Market Research and  
Intelligence

Due Diligence  
and Reporting

Market Research

Marketing

ATL & BTL Activity

## SENIOR MARKETING

### EXECUTIVE

GROUP CONCORDE | JULY 2011 - DECEMBER 2012

- Create Marketing Plans geared towards end users for each key product within portfolio in line with strategy and targets and within budget.
- Work with In-House Designer to produce materials of visual impact and within brand guidelines.
- Implementing SEO tasks such as keyword analysis, seo technical audit, on-page optimization.
- Working with the SEO team to provide innovative and industry leading solutions to clients including SEO audits, Key word Research, Content Strategy development and link building strategy development.
- Work with development team to ensure SEO best practices and recommendations are properly implemented.
- Compile and present SEO performance reports.
- Measure the effectiveness of Marketing, Advertising and Communications, programs and Strategies

## CORPORATE

### RELATIONSHIP MANAGER (CLIENT SERVICING)

E-MEDITEK SERVICES

LIMITED | JULY 2010 - JULY 2011

- Responsible for ensuring the Cashless and Reimbursement on time for the Clients. Maintain Customer Relations with Key Accounts.
- Ensure Compliance in all necessary areas pertaining to Corporate Customer Relations.
- Planning and Drafting and Maintenance of Organizational Databases.
- Drafting and maintaining all miscellaneous reports pertaining to day-to-day operations.
- Responsible for daily report analysis and month end trend projections.
- Maintain and Handle MIS tools efficiently to gather information on customer relationships on a constant basis.

## EDUCATIONAL HISTORY

### SKYLINE BUSINESS SCHOOL, GURUGRAM

MBA IN MARKETING - CLASS OF 2010

- B.Com. from Presidency College, Bengaluru
- Pre-University from M.S. Ramaiah Pre-University College, Bengaluru