

## **EDUCATION**

#### SYMBIOSIS INT. UNIVERSITY

MBA in International Business Marketing June 2007 - May 2009 Agrregate: 3.017/4

## **NIT ROURKELA**

B. Tech. in Chemical Engineering June 2000 - May 2004 Aggregate: 65.9%

## **PROFESSIONAL SKILLS**



#### **CONNECT WITH ABHIJIT**







## **Profile Summary**

Abhijit boasts of an advantage of being in the Digital Space since 2009. He is an accomplished Marketing Leader with over 10 years of experience in Integrated Marketing specializing in B2B Lead Generation, SEO, SEM, Events Marketing, Social Media Marketing, Product Positioning & Marketing, Public Relations, Marketing Communication, Internal Communication, Advertising, and Brand Management.

# **AVP Marketing at Xoxoday**

## B2B SaaS Marketing in HR Tech Domain

#### Oct 2019 to Current

- SEO: On-Page and Off-Page strategy creation
- SEM: Set up Google Text Ads, Google Display Ads
- Content Strategy: For every stage of Decision Making Funnel
- Re-targeting: Using Google, LinkedIn: using targeted lists, Lookalike Audience and Databases
- Web Analytics: Using Google Analytics, Heap Analytics
- Content Calendar & Webinar Calendar Setup by collaborating with Influencers, writers & stake holders
- Email Marketing and Lead Nurturing efforts
- Co-Marketing Activities
- International Events and Trade shows
- Running organic and paid Social Media Campaigns in LinkedIn and Review Sites
- Marketing Collateral, Landing Pages, Plan PR strategy

#### **Professional Achievements**

- Conceptualized Integrated Marketing Campaigns Across Multiple Channels
- Implemented Influencer Marketing Strategies

## **Career Highlights**

- Over 10 Years of experience in B2B Lead Generation and Branding in International Markets-US, EU, APAC
- Google Adwords + Google Analytics Certified Professional
- Experience in SaaS Marketing and Software Services Marketing
- Maximum Team Size Handled: 36 Members
- MBA in Marketing from Symbiosis University + B.Tech from NIT Rourkela

# **Marketing Head at RTDS**

# B2B SaaS Marketing in Cloud Telephony & Cloud Hosting July 2018 to Nov 2019

- End to End SEO Strategy
- Content Calendar Creation
- Google Ads, Bing Search Ad & Remarketing Campaign Strategies
- Conversion Tracking through Advanced Analytics, Pain
- Upgrading Design of Websites using
- Color Theories, Psychological Triggers and Friction Analysis
- Implementing Conversion Rate
- Optimization(CRO)
   Principles
- Planning PR Activities, Influencer Marketing and Branding Campaigns
- Hiring, Training, Mentoring, and Coaching a High-Performance Marketing Team while Nurturing an Atmosphere of Trust, Teamwork, and Growth

# **Professional Achievements**

- Expanded team size from 10 to 36 Members
- Improved Cost/Lead & Rol
- Increased website traffic between 100-450% YoY for the above brands and improved lead generation in the range of 126-600%
- Data Driven Approach Implementation: Creation of Task Sheets, Score Cards and KRAs

## **CERTIFICATIONS**

#### **GOOGLE ADWORDS**

Google Ads Search, Google Ads Video and Google Ads Display Ads and Google Ads Shopping Certified

## **GOOGLE ANALYTICS**

Google Analytics Advanced Certification,
Google Analytics Power User Certification

## **TOOLS & APPLICATIONS**

#### **WEB ANALYTICS**

Google Analytics, Bing Analytics, Raven SEO Tools, AHREFs, SEM Rush, Heap Analytics, Woopra Analytics

## MISC. SEARCH ENGINE TOOLS

Google Search Console, Google Tag Manager, AHREFs, SEM Rush, SpyFu, Raven SEO Tool, URL Profiler, Call Rail for Intelligent Call Tracking

#### **PAID AD TOOLS**

Google Ads, Bing Ads, Adwords Editor, LinkedIn Text Ads, Facebook Ads, Google Display Ads

## **TECHNOLOGY AND CMS**

Working level knowledge of WordPress, Webflow, HTML, CSS, JavaScript Tags

## **CRM TOOLS**

Working level knowledge of Zoho CRM & Freshsales [CRM by Freshworks]

## MARKETING AUTOMATION

Working level knowledge of Hubspot

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## **PERSONAL DATA**

#### Date of Birth:

28th June 1982

#### **Nationality**

Indian

## Languages Known

English, Hindi, Oriya, Chinese(Basic), German(Basic)

## Senior Marketing Manager at Mindfire Solutions B2B Software Services Marketing

Nov 2009 to June 2018

- Search Ad Campaigns
   Conceptualization,
   Implementation &
   Management in Google, Bing
   & Yahoo Search
- End to End Content & SEO Strategy
- Perform Market Research, Customer Research, Trend Analysis & Competitor Analysis
- Website Management & Improvement, Behavioral Analysis & Conversion Path Tracking
- Marketing Collateral Creation and Management
- Conceptualized 2 Annual Events: <u>DDM IT QUIZ</u> and <u>TechBhubaneswar</u> for Branding and Recruitment Marketing
- Brand Building activities by participating in International Events and Expos, Road Shows, Award Ceremonies
- Mindfire Re-branding by Logo and Tag Line Creation
- Part of Core Team responsible for Complete Digital Transformation

#### **Professional Achievements**

- Conceptualized & successfully implemented
   Digital Marketing Strategies from scratch.
- Was instrumental in transforming Mindfire from an India focused Outbound marketing company to a 100% Inbound Marketing company with Global Clientele [68% USA and 16% EU+Australia]
- Played a pivotal role in growing the Revenue by over 6X and Headcount by 2.5X
- Increased Moz Domain Authority from 10 to 50

# External Marketing Consultant to CEO at Mindfire Solutions

## May 2009 to Nov 2009

- Refinement of the existing Outbound Marketing Strategies
- Coordinate with Stake Holders to produce Marketing Materials from scratch
- Formulate Strategy for attending International Tech Conferences and Expos

## **Professional Achievements**

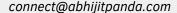
 Pitched and Convinced the CEO to adopt Digital Marketing methods for lead generation

#### **Awards & Achievements**

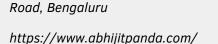
- Co-founder of Not-for-profit Website <u>Bhubaneswar Buzz</u> about my home town Bhubaneswar. Its <u>Facebook</u> <u>Page</u> has 100,000+ followers and <u>Twitter</u> <u>account</u> 42,700+ followers
- Received "MOTY (Mindfirean of the Year)" from Mr.Chinmoy Panda, Founder &CEO of Mindfire Solutions in March 2013
- Received the "President's Award for the Best Summer Project" and Cash Prize from Mr. Ajay Piramal, President of Piramal Healthcare on July 11th,2008
- Tata Crucible Corporate Quiz 2012 and Tata Crucible Corporate Quiz 2015 Bhubaneswar Edition Finalist
- Conceptualized and created Technical Blogging websites: All About Web, All About Testing and Burn Ignorance
- Won\_several prizes in Business Quizzes across Engineering and MBA Days











Suncity Gloria Apartment, Sarjapur

