

Abhijit Panda

Designation: AVP, Marketing

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Mobile Number: +91-7217772427

- ✓ 10+ Years of experience in B2B Lead Generation and Branding in International Markets, Digital Marketing, Brand Marketing
- ✓ Google Adwords Search, Display And Video 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

Professional Experience:

Work Experience

(Oct 2019- Till Date)

Domain: SaaS

Marketing

Business Areas: HR

Tech, SaaS Commerce

B2B Marketing

Target Geographies:

US+UK+EU+APAC+

GCC+ South East Asia+

Australia

Designation: AVP

Marketing

Location:

Bangalore

Organization: [Xoxoday](#)

Roles and Responsibilities:

I report to one of the co-founders, with primary responsibility of Lead Generation and Branding. I manage a team of 4 resources and am responsible for creation of End to End SEO, SEM, Content Marketing, Email Marketing, Events Marketing and Social Media strategies

- **SEO:** On-Page and Off-Page strategy creation using extensive Keywords Research & competitor analysis
- **SEM:** Set up Google Text Ads, Google Display Ads, Remarketing Ads, LinkedIn Campaigns
- **Content Strategy:** Content creation for every stage of decision making funnel and different buyer persona
- **Retargeting:** Using Google, LinkedIn remarketing using targeted lists, lookalike audience and databases
- **Web Analytics:** Web Analytics check, Conversion Optimization using Google Analytics, Heap Analytics
- **Content Calendar & Webinar calendar setup** by collaborating with influencers, writers & stake holders
- Oversee **email marketing** and lead nurturing efforts
- Running **Co-Marketing Activities** with other products and services companies and influencers
- Regular Competitor Analysis & Market Research to create better growth strategies
- Brand Building & Lead Generation activities by participating in **International Events and Tradeshow**s
- Running **organic and paid Social Media Campaigns** in Facebook, Twitter, LinkedIn and Review Sites
- Prepare marketing collaterals, landing pages, plan PR strategy for various target markets
- Conceptualize and launch **Integrated marketing campaigns** across multiple channels such as content, email, display advertising and social media

Work Experience

(Jul 2018- October 2019)

Domain:

B2B SaaS Marketing

Business Areas: Cloud

Hosting, Application

Hosting, VoIP and

Cloud Telephony

Target Geographies:

US+UK+EU+APAC

Designation: Digital

Marketing Head

Location:

Gurgaon

Organization: Real Time Data Services

Business Websites Handled: [Ace Cloud Hosting](#), [Servetel](#), [Call Center Hosting](#) and [The Real PBX](#)

Roles and Responsibilities:

As part of the "Core 7" Team, I reported to the CEO of RTDS & am responsible for Business Lead Generation & Branding of 5 Business websites. I managed a team of 36 resources and liaise with various external vendors for content pool creation and content and graphics creation

- End to End SEO strategy and Content Calendar creation
- Implementation of Google Ads and Bing Search Ad campaign strategies for Lead Generation
- Conversion tracking through Advanced analytics, pain point and growth area identification
- Upgrading the Design of websites using color theories, psychological triggers and Friction analysis
- Implementing Conversion Rate Optimization(CRO) principles for better conversion through design
- Marketing Collateral Creation, Planning PR Activities, Influencer Marketing and Branding Campaigns
- Evaluate and analyze Results and ROI on Marketing Activities and Campaigns

Team Management Skills:

- Expanded team size from 10 Members to 36 Members while keeping the cost and ROI under control
- Coordinating with Agencies and freelancers for content and graphics creation
- Creation of Training Calendar and Learning and Development Track for the Team.
- Creation of Task Sheets, Score Cards and KRAs for SEOs, Content writers and marketing interns

Work Experience

(Nov 2009- June 2018)

Domain:

B2B Marketing of

Custom Software

Development Services

Target Geographies:

US+UK+Australia+APAC

Designation: Senior

Marketing Manager

Location:

Bhubaneswar

+Gurgaon

Organization: Mindfire Solutions

Roles and Responsibilities:

Conceptualized & successfully implemented Digital Marketing Strategies for Mindfire Solutions from scratch. I handled the SEO, Content Marketing, SEM, SMM and SMO activities. I was reporting to the Founder CEO of Mindfire & was responsible for Business Lead Generation, Digital Strategy and Transformation, Branding, Employer Branding, Strategic Organizational initiatives and the overall growth of the Organization.

- Search Ad Campaigns Conceptualization, Implementation & Management in Google, Bing & Yahoo Search
- SEO Strategy: Conduct Keyword Research, Meta Tag updates, Work on On-Page and Off-Page Optimization
- Perform Market Research, Customer Research, Trend Analysis & Competitor Analysis using Spyfu, Raven SEO
- Web Analytics check using Google Analytics, Raven SEO Tools and Woopra Analytics
- Website Management & Improvement, Content Changes, Behavioral Analysis & Conversion Path Tracking
- Marketing Collateral creation and management by collaborating with stakeholders and vendors
- Search Traffic and Search Term Analysis and Site Error Check using Google Webmaster Tools
- Brand Building activities by participating in International Events and Expos, Road Shows, Award Ceremonies
- Conversion Tracking, Identifying problems and Conversion Optimization
- **Google Adwords and Bing-Yahoo Search Ads Management:**
- Landing Page Creation, Continuous A/B Testing and Optimization
- Analyzing and Improving ROI by managing CTR and conversion rates

Work Experience (May 2009 – Nov 2009) Designation: Ext. Marketing Consultant to CEO	Organization: Mindfire Solutions <i>Was hired as an External Marketing Consultant to come up with 'International Branding and Alliances Strategy' with a target to double the Revenue and Headcount within a time span of 4 years.</i> Roles and Responsibilities: <ul style="list-style-type: none"> Coordinate with Delivery Leads, Tech Leads and Sales Team to produce Marketing Materials from scratch Formulate a strategy for selecting attending International Tech Conferences and Expos Innovated and pioneered a method called 'Two WT' and 'Four WT' for events and conference attending Pitched and Convinced the CEO and CFO to adopt Digital Marketing methods e.g. SEO, SEM, SMM 			
Work Experience (Jan 2005-May 2007) Designation: Programmer Analyst Location: Pune	Organization: Syntel Ltd. Domain: Healthcare (US) Role: Programmer Analyst Project Title: McKesson Contract Symphony(Client: McKesson Corp, USA) Roles & Responsibilities: <ul style="list-style-type: none"> Worked as the SPOC (Single Point of Contact) & Module Lead for 2 modules. Played the lead for the modules throughout the bug fixing phase, the UAT phase as well as the QA Sign Off. Analyzing the Requirements and Designing the module blueprints & coding and development. Interacting with the client on daily basis for the status of the project and issues. 			
Education:				
Qualification	University	Institute	Year of Passing	GPA / %
MBA- Marketing in International Business(Full Time)	Symbiosis International University, Pune(Deemed)	Symbiosis Institute of International Business [SIIB],Pune	2009	3.017/4
B Tech-Chemical Engineering	National Institute of Technology(NIT), Rourkela (Deemed)	National Institute of Technology(NIT), Rourkela	2004	65.9
XII	CHSE, Odisha	Ravenshaw College, Cuttack	1999	84.5
X	BSE, Odisha	S.B High School, Cuttack	1997	89.8
Digital Marketing Certifications, Tools and Applications				
<ul style="list-style-type: none"> Certifications: Google Ads Search, Google Ads Video and Google Ads Display Ads Search Engine Marketing/PPC Ads: Google Ads, Bing and Yahoo Ads, Adwords Editor, LinkedIn Text Ads, Facebook Ads, Display Ads Web Analytics: Google Analytics, Bing Analytics, Raven SEO Tools, AHREFs, SEM Rush, Heap Analytics, Screaming Frog, Woopra Analytics for Real Time Customer Analytics Misc. Search Engine Tools: Google Search Console, Google Tag Manager, AHREFs, SEM Rush, SpyFu and Raven SEO Tools for Competitor Analysis, URL Profiler, Call Rail for Intelligent Call Tracking Working level knowledge of WordPress, Webflow, HTML, CSS, JavaScript Tags CRM Tools: Working level knowledge of Zoho CRM and Freshsales[CRM by Freshworks] Marketing Automation Tool: Hubspot Landing Page Creation Tool: Hubspot 				
Achievements and Awards:				
<ul style="list-style-type: none"> Co-founder of Not-for-profit Website Bhubaneswar Buzz about my home town Bhubaneswar. The immensely popular site has presence across all popular social media channels : The Facebook Page has over 90,800+ Likes and Twitter account 38,000+ followers Conceptualized and created Technical Blogging websites: http://www.allaboutapps.biz/, http://www.allaboutweb.biz/ and http://www.allabouttesting.biz/ 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 Received the Star Team Award for the second quarter of 2006 from Syntel India Ltd, Pune. Received the Certificate of Appreciation from Mr. Jeffrey Springer, Executive Director, McKesson Corp, USA on September 19th, 2006 on successful completion of the product development of the project "Contract Symphony" in Syntel India Ltd, Pune. 				
Extra-Curricular Activities:				
<ul style="list-style-type: none"> Tata Crucible Corporate Quiz 2012 and Tata Crucible Corporate Quiz 2015 Bhubaneswar Edition Finalist I am an avid traveler and contribute as a Top Reviewer at TripAdvisor Won several prizes at Business Quizzes across Engineering and MBA Days 				
Personal Data:				
Date of Birth: 28 th June, 1982				
Languages Known: English, Hindi, Oriya, Chinese(Basic), German(Basic)				