

# ANAND SINGH

+91 7011984302

Email: anandsinghbaghel90@gmail.com



## Career objective

Insightful Manager with experience directing and improving operations through effective employee motivational strategies and strong policy enforcement. Proficient in best practices, market trends and regulatory requirements of industry operations. Talented leader with analytical approach to business planning and day-to-day problem-solving.

## Education

- Completed MBA (Masters in Business Administration) Indian institute of planning and management, New Delhi 2013.
- Graduation (B.B.A.in Marketing from Extol Institute Of Management) From Barkatullah University, Bhopal. 2010
- Digital Marketing Certified

## Work experience

### ➤ Agrosaw April 2023 to Present

**Designation: Marketing Specialist**

**Reporting: Managing Director**

### Job Responsibility:

- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Researched industry and marketplace trends to develop marketing solutions and enhance business operations.
- Assessed marketing copy, art comps and final designs and compared with established specifications.
- Transformed corporate website and social media platforms to better engage customers and promote sales.
- Created company brand messaging, collateral materials, customer events, promotional strategies and product commercialization.
- Participated in promotional activities and trade shows, working with advertisers and production managers, to market products and services.
- Generated reports detailing campaign performance, customer engagement and engagement trends.
- Handling Exhibition and Conferences for New Market Development and Brand Awareness of the new product and solutions.



- **Designation- Senior Executive**
- Executive (e-commerce selling)
- Reporting: Manager**

#### Job Responsibilities:

- Aligned organizational objectives with company mission to increase business growth and integrate work strategies.
- Directed market expansions to propel business forward, meet changing customer needs.
- Streamlined operations to maximize business efficiency and profits.
- Managing customer centric operations and ensuring customer satisfaction by achieving delivery and service quality norms & Identifying improvement areas & implementing measures to maximize customer satisfaction levels.

#### ➤ **YNG Media Delhi (Digital Marketing) November 2015 to March 2014**

- **Designation- Executive**
- **Reporting: Manager**

#### Job Responsibilities:

- Market visit for new client Acquisition.
- Meeting the new target customers and converting them into customers
- Maintaining relationship with the client
- Client coordination with the operation.
- Making daily call reports and sending them to the seniors.
- BTL Activities

#### Extra Curriculum Activities

- **Consistent performance award** at CNN Digital.
- Participated in **the Group discussion and district level case study competition** arranged by Pathfinder education service Bhopal.
- **Football player** of Ranmat club kothi.
- **Worked with NGO** Victory club **arranged eye camp.**

#### Live Project

- Participated in the **live Project** organized by **GIDF “Great Indian dreams for the topic of “Inside-Out, the life of ignored”** (Delhi slum research)

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Research on the life of the people who are living in Slum Areas of Delhi and uploaded on Youtube.com.

Market Research was all about finding the Possibilities of their good life in the and how much and till how much time will Government help those people. We



#### Career objective

- **Research on – “TATA ARIA”**
- **Research on – “BIRLA GOLD CEMENT”**
- Seeking a role, where I will be able to apply my skills, work experience in the development of advanced applications by making a difference through quality, with strict adherence in achieving the organizational goals.

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- Research on –„BEANDEXTENSION“

### Major Industry Experience-

- Healthcare
- Manufacturing
- Real estate
- Tour and Travels
- Education
- Agriculture

### Personal information

**Date of Birth:** 02/08/1990  
**Languages Known:** English, Hindi  
**Hobbies:** Getting knowledge of market and strategies of various companies Traveling, Gardening, cooking.  
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 +91 7011984302  
**Address:** A-54, Prabhu Prem Puram, **Ambala 133006**  
**Email:** anandsinghbaghel90@gmail.com



### Declaration

I do hereby declare that all the above information is correct to my knowledge. Seeking a role, where I will be able to apply my skills, work experience in the development of advanced applications by making a difference through quality, with strict adherence in achieving the organizational goals.

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