

Deepak Saini

S4 dhaliwal kadia jalandhar

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Objective

Dedicated and results-driven Marketing with a proven track record of developing and implementing successful marketing strategies to drive brand awareness, customer engagement, and revenue growth. Seeking to leverage comprehensive experience in strategic planning, digital marketing, and market research to contribute to the continued success and expansion of a dynamic organization."

Education

- **Swraj hr.sec. school** 2008
10th
- **Agarwal sr. Sec. School** 2010
12th
- **Arts college** 2015
B.A.

Experience

- **Sai overseas educational services** April 2024 -
Marketing officer
 - Developing Marketing Strategies: Create comprehensive marketing plans that align with the academy's goals and objectives.
 - Brand Management: Maintain and enhance the academy's brand image through consistent messaging and visual identity.
 - Content Creation: Develop engaging content for various marketing channels, including brochures, newsletters, blog posts, and videos.
 - Market Research: Conduct research to understand market trends, competitive landscape, and target audience needs.
 - Event Promotion: Plan and promote events such as open days, webinars, workshops, and conferences to attract prospective students
 - Collaboration with Departments: Work closely with other departments, such as admissions and communications, to ensure cohesive marketing efforts.
 - Analytics and Reporting: Track and analyze the performance of marketing campaigns, using data to inform future strategies.
 - Community Engagement: Build and maintain relationships with local communities, alumni, and industry partners to enhance the academy's reputation and reach.
 - Budget Management: Oversee the marketing budget, ensuring effective allocation of resources to various marketing activities.
- **Orra Fine Jewellery** Nov 2023 - April 2024
Marketing Executive
marketing executive at ORRA Fine Jewellery, my responsibilities may include:
 1. Developing sales and executing marketing strategies to promote ORRA's brand and products.
 2. Conducting market research to understand customer preferences, trends, and competitors.
 3. Collaborating with the creative team to develop compelling advertising campaigns and promotional materials.
 4. Managing digital marketing channels such as social media, email marketing, and website content to engage with

customers and drive sales.

5. Planning and executing events and activations to increase brand visibility and attract new customers.

6. Analyzing marketing metrics and data to measure the effectiveness of campaigns and making adjustments as needed.

7. Building and maintaining relationships with media partners, influencers, and other stakeholders to enhance brand exposure.

8. Working closely with the sales team to align marketing efforts with sales objectives and support their initiatives.

9. Keeping abreast of industry trends and best practices to continuously improve ORRA's marketing efforts.

10. Ensuring all marketing activities comply with relevant regulations and ethical standards.

- **New Image International corporate**

Aug 2021 - Nov 2023

Sales and Marketing Manager

responsibilities:

Marketing Strategy and Planning

Brand Management

Retain customers.

Public Relations

Promotions

Team Management

Marketing initiatives.

Reputation management

Product launch

- **Kirath Enterprise**

Feb 2020 - July 2021

Collection Manager

As a collection manager my job responsibilities was hiring, training, motivating, and supervising collection agents. Creating and implementing effective collection processes and procedures. Establishing clear collection goals and performance metrics for the team. Monitoring team performance and providing feedback. Interacting with customers to negotiate payment plans, settlements, or other resolution. Evaluating the risk of bad debt and implementing mitigation strategies. Ensuring adherence to collection laws and regulations Revenue generation: Maximizing debt recovery to improve cash flow. Managing collection expenses within budget. Providing regular reports on collection performance to management. Maintaining positive customer relationships despite collection effort. Gathering and addressing customer feedback.

- **Holiday Kart Pvt Ltd**

Aug 2015 - Jan 2020

Marketing Manager

* Media Relations: Building and maintaining relationships with travel journalists, bloggers, and influencers.

Partnerships and Collaborations

* Trade Shows and Events: Organizing participation in travel trade shows and industry events.

* Networking: Attending industry events and conferences to build relationships.

Sales Support

* Sales Collateral: Developing sales tools such as brochures, flyers, and presentations.

* Market Research: Conducting market research to identify trends and customer preferences.

Customer Engagement

* Customer Events: Organizing customer events, such as destination workshops and travel fairs.

* Customer Feedback: Gathering customer feedback through surveys and focus groups.

Internal Communication

* Employee Engagement: Organizing internal marketing activities to boost employee morale and engagement.

* Company Culture: Promoting the company's culture and values through internal communication channel

- **Karma Royal Group**

Aug 2013 - July 2015

Marketing Executive

My job responsibilities as a marketing consultant:-

* Press Trips: Organizing press trips for journalists and influencers to experience the company's offerings.

* Media Relations: Building and maintaining relationships with travel journalists and bloggers.

* Publicity: Coordinating press releases, media coverage, and public appearances.

Customer Engagement

* Customer Events: Organizing and managing customer events, such as destination workshops and travel fairs.

* Customer Feedback: Gathering customer feedback through surveys and focus groups.

Marketing Materials

* Competitor Analysis: Conducting competitor analysis to identify market trends and opportunities.

* Customer Surveys: Conducting offline surveys to gather customer insights.

* Event Coordination: Assisting in the planning and execution of marketing events.

Skills

- 1. Strategic planning 2. Digital marketing proficiency 3. Market research analysis 4. Creative thinking 5. Strong communication skills 6. Data analysis and interpretation 7. Project management 8. Collaboration and teamwork 9. Adaptability to market changes 10. Leadership and team management

Personal Details

- Date of Birth : 06/01/1992
- Marital Status : Married
- Nationality : Indian
- Father Name : Sh. Suresh Chand Saini