

Vaishali Saini

C-41, Third Floor, Gali Number 7, Subhash Park, Matiala Bindapur Road, Uttam Nagar New Delhi-110059 | +91 8800769057 | vsvaishali45@gmail.com

Professional Summary

Dynamic and results-driven Head of Marketing with 9 years of comprehensive experience in both traditional and digital marketing. Adept at leading cross-functional teams and executing high-level marketing strategies that drive brand growth, increase customer acquisition, and optimize sales conversion. Proven track record in brand management, digital advertising, content creation, and performance optimization across multiple digital platforms. Expertise in developing data-driven campaigns, building strong brand identities, and delivering measurable business results. Passionate about fostering a culture of collaboration, innovation, and continuous improvement.

Core Competencies

- Brand Management & Strategy
- Corporate Communication
- PR Management
- Digital Marketing Leadership
- Paid Media & SEM (Google Ads, Facebook, LinkedIn)
- SEO & Content Marketing
- Conversion Rate Optimization (CRO)
- Social Media Marketing & Community Engagement
- Marketing Analytics & Reporting (Google Analytics, SEMrush, Tableau)
- Marketing Automation (HubSpot, Marketo, Pardot)
- Project Management & Cross-Functional Team Leadership
- Budget Management & ROI Analysis

Experiences

- Data-Driven Decision Making

Digital Marketing / Marketing Head – Asst. Director (July 2024 – December 2024) – Ferns N Petals

Lead and manage the marketing and digital teams to develop and execute strategies that increased brand visibility and sales by 57.14%

Spearheaded the optimization of digital channels (SEO, SEM, email marketing, social media), improving lead generation by 44.2% and driving a 40% increase in conversion rates.

Developed and implemented a comprehensive content marketing strategy that boosted organic traffic by 30% and enhanced user engagement by 33%.

Directed paid media campaigns across Google Ads, Facebook, LinkedIn, and Instagram, reducing cost per acquisition (CPA) while maximizing ROI.

Led brand repositioning initiatives that strengthened brand identity and market presence, resulting in a increase in brand awareness.

Managed an annual marketing budget of 4Cr, allocating resources across digital, print, and event marketing to maximize ROI and achieve revenue goals.

Provided mentorship and strategic direction to a team of marketing professionals, ensuring alignment with business objectives and fostering continuous growth.

Collaborated closely with sales, product, and design teams to deliver cohesive go-to-market strategies and

product launches.

Analyzed marketing performance data to optimize campaigns and ensure KPIs are met, contributing to growth in revenue.

Oversee the development and execution of brand strategies, ensuring consistency across all marketing channels and materials.

Utilize data-driven insights to inform marketing strategies and decision-making.

Monitor expenditures and report on financial performance.

Managed media relations and agency communication, drafted press releases, employees and stakeholder engagement and events.

Digital Marketing / Marketing Head – Asst. Director (June 2023 – January 2024) – K.R. Mangalam Group

Developed and executed end-to-end digital marketing strategies that increased website traffic by 66% and improved lead generation by 50%.

Managed paid search campaigns, social media ads, and display advertising, optimizing for high conversion rates while maintaining budget efficiency.

Complete P&L Management: Take ownership of the complete P&L of the brand, including revenue forecasting, budget allocation, cost management, and profitability analysis. Ensure financial targets and objectives are met or exceeded.

Performance Management: Set clear performance targets and KPIs for the marketing team and monitor performance against goals. Drive continuous improvement and optimisation of marketing initiatives to maximise ROI and effectiveness.

Brand Building and Positioning: Lead brand-building initiatives and positioning strategies to enhance brand awareness, relevance, and differentiation in marketplace. Ensure brand messaging and identity are consistent across all marketing channels and touchpoints.

Annual Operating Plan (AOP) Creation: Work closely with founders to create the Annual Operating Plan, setting revenue targets, marketing budgets, and performance goals for the fiscal year.

Monthly Planning: Lead monthly planning meetings to review performance, analyse market trends, and adjust strategies as needed to optimize results and drive growth.

Operational Excellence: Implement standard operating procedures (SOPs) and best practices across all marketing functions to ensure efficiency, consistency, and scalability in campaign execution and performance tracking.

Marketing Spend Management: Manage a significant monthly marketing budget of 1-2 Crore, optimising allocation across channels and campaigns to maximise ROI and achieve cost-efficiency.

Brand Collaborations: Identify strategic brand collaboration opportunities that align with the brand values and objectives. Negotiate partnerships and sponsorship deals to enhance brand visibility, reach new audiences, and drive engagement.

Above-the-Line (ATL) and Below-the-Line (BTL) Campaigns: Oversee the planning, execution, and optimisation of both ATL and BTL marketing campaigns. Coordinate with creative teams, media agencies, and other stakeholders to develop compelling advertising and promotional materials that resonate with target audiences across various channels.

Offline Marketing: Planning and execution of seminars, webinars and workshops. Collaborating with team to develop hoardings and other marketing material.

Developed and executed a corporate communication strategy that increased brand awareness and managed media relations that resulted in increased positive coverage.

- Revenue Growth: This is the primary KPI for the Head of Marketing. It includes both top-line revenue ~~Key KPIs~~ and profitability. Revenue growth can be measured on a monthly, quarterly, and annual basis.

- Customer Acquisition Cost (CAC): Measure the cost associated with acquiring a new customer. This

includes marketing spend, sales commissions, and other related expenses. The goal is to optimize CAC to ensure efficient customer acquisition.

- Return on Investment (ROI): Calculate the return generated from marketing efforts compared to the investment made. This includes ROI on various marketing channels such as PPC campaigns, social media advertising, content marketing, etc. (ROAS)
- Conversion Rates: Track the percentage of website visitors or leads that convert into paying customers. This metric helps in assessing the effectiveness of marketing campaigns and website optimization efforts.
- Brand Awareness: Monitor metrics such as website traffic, social media engagement, and brand mentions to gauge the brand's visibility and reach in the target market.
- Operational Efficiency: Evaluate the efficiency of marketing operations through metrics like time-to-market for campaigns, adherence to budgets, and resource utilization.
- Budget Adherence: Monitor actual marketing spend against the allocated budget. Identify any deviations and take corrective actions to ensure financial discipline and ROI optimization.
- Team Performance: Evaluate the performance of individual marketing teams (performance marketing, retention marketing, content creation, SEO, Shopify store management) based on their respective KPIs and contributions to overall revenue growth.

Digital Marketing / Marketing Manager-Asst. Director (September 2021 – June 2023) – Rus Education

Set the goals and objectives for the marketing department of the organization.

Plan and execution of the marketing/Digital marketing Strategy

Determining the KPIs and OKRs for the organization

Plan the annual and quarterly marketing budget of the company and ensure optimal usage of the budget

Leading the marketing department to conduct regular research on key metrics and find insights to increase customer reach.

Work closely with the sales team to maximize customer satisfaction.

Align the marketing plans of the company with the other departments and ensure coordination among all departments.

Periodic data collection and analysis in order to make various decisions and evaluation of past performance

Upgrading the technology as and when required

Design, plan and implement marketing campaigns

Build company PR and choose the optimal modes of communication

Identification of trends and insights for the digital marketing campaigns and growth of social media channels.

Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns.

Develop monthly communication + content calendar

Maintaining online reputation / social media presence across all digital channels

Brainstorm new and creative growth strategies through digital marketing

Taking care of the lead Generation and helping sales team to create sales funnel.

Collaborate with internal teams to create landing pages, optimize user experience and website maintenance.
Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
Collaborate with agencies and other vendor partners
Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
Planning and coordinating with team to make brochures and hoarding for off line marketing activities
Planning and execution of offline events like company events, seminars, expos and education fairs

Digital Marketing Team Lead (April 2019 – September 2021) – Go2Market

Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
Design, build and maintain our social media presence.
Measure and report performance of all digital marketing campaigns, and assess against goals.
Taking care of the lead Generation.
Helping sales team to create sales funnel.
Identify trends and insights, and optimize spend and performance based on the insights.
Brainstorm new and creative growth strategies
Plan, execute, and measure experiments and conversion tests
Collaborate with internal teams to create landing pages and optimize user experience
Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
Collaborate with agencies and other vendor partners
Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
Website Audit & Maintenance
Planning and execution of offline events like company events, seminars, expos and education fairs
Taking care of social media strategy and growing network following the trend
Preparing and analyzing the growth report of digital team

Digital Marketing Executive – Search Modifiers (2017-2019)

Helped clients develop website portals and social media pages to promote businesses.
Produced and submitted monthly reports outlining progress against objectives.
Performing activities relating to Search Engine Optimization on a continuous basis.
Reviewing and actively managing website and other online assets and sources.
Using and researching the internet and new media to reach new customers, generate leads and retain existing customers.
Planning and execution of marketing projects and campaigns.
Worked with the marketing team to help strategize and execute promotional materials, product launches, and social media contests, often through Promoted Posts & Tweets
Responsible for comment moderation, consumer interaction, and diffusing any online issues (complaints, returns, etc.)
Creating social media campaign to increase customer exposure.
Manage and oversee social media content
Third-party review management for the client to create a positive insight.
Develop and share insights into the voice of the customer, through monitoring of social media channels.
Creating positive and promotional assets for the client.

Helped creating brand image and increase visibility on social media.

Qualification

Professional / Academic

- Diploma in Web Master - Admec Multimedia Institute – Delhi
- B.Com from IGNOU

Technical Skills

- Marketing Platforms: Google Ads, Facebook Ads, LinkedIn Ads, Instagram Ads, Twitter Ads
- SEO Tools: SEMrush, Moz, Ahrefs, Google Search Console
- Email Marketing & Automation: Mailchimp, HubSpot, Send in blue
- Analytics & Reporting: Google Analytics, SEMrush, Tableau
- CRM & Marketing Automation: Salesforce, HubSpot, Lead Square, Meritto (No Paper Forms)
- CMS: WordPress, Shopify
- Design Tools: Canva, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premier Pro)
- Project Management
- Programming Languages (HTML, CSS, PHP, Java Script)

Personal

- ❖ Father's Name : Mr. Rajesh Kumar Saini
- ❖ Date of Birth : 28-08-1995