

Vilas Thakur

✉ vilas.thakur.161@gmail.com ☎ 9779579804 🌐 www.linkedin.com/in/vilas-thakur 📍 Punjab

📄 Profile Summary

I am a professional marketing specialist with an experience of more than **4 years** in this particular field . Digital marketing is an another area where I have enhanced knowledge of search engine optimization and search engine marketing which can boost the profitability of an organization .Working in **Waryam Automobiles** gave me opportunity to Achieved **70%** enhancement in revenue .With the help of my experience and business education I also have contributed average revenue of **3 lakhs** per week while working at **Thyrocare Technologies Limited** .I am currently working in **Think and learn PVT LTD** as a **Manager** .

📁 Work Experience

- NurturingCubs Digital Marketing Agency, Digital Marketing Manager** Aug 2024 – present
Jalandhar
- Digital Strategy Development and Execution
 - Analytics and Performance Measurement
 - Brand Management and Customer Engagement
- Reliance, Managing Partner** Jan 2024 – Jul 2024
Hoshiarpur
- Service delivery governance and improvement
 - Service operations Management
 - Team Building and training
 - Quality control
- Think and Learning PVT LTD, Manager** 2022 – 2024
Jalandhar
- Decreased CPL and CPC by **40%** .
 - Formulation of overall **business plan** and **brand management strategies**
 - Execution and monitoring of ATL and BTL activities .
 - Planning and implementation of Events and marketing campaigns .
 - Team handling of **30 plus** people.
- Thyrocare Technologies Limited, Senior Executive** 2020 – 2022
Mumbai
- Formulated best operational strategies and data management of more than **30** team members
 - Inspected sales and reduced **40 %** Customer acquisition cost
 - Measured problems of team and solved more than **50** queries everyday
- Waryam Automobiles, Marketing Manager** 2019 – 2020
Hoshiarpur
- Planned, Budgeted, and forecasted of Lead requirement to boost product revenue by **50%**
 - Managed multiple departments and talented team of **30 plus** employees
 - Evaluated the impact of campaigns and increase the ROI by **60%**
 - Created effective campaigns by using tools like direct mail campaigns, trade shows, catalogs, and targeted search engine marketing and cross promotion.

🔗 Software Experiences

Sales Force

Campaign Management
Operations Data Handling
Business Growth Monitoring

Lead Squared

Campaign Creations
BTC Productivity Monitoring
Sales Monitoring

Tableau

BTL Campaigns Rectification
Cluster Wise Productivity
Identification of Low performing Centres

CRM

Order wise details correction
Orders Assigning
Post assigning monitoring of team

Skills

Content Marketing

Exhibited relevant content which leads to generate more traffic by 80% while working at Waryam automobiles

Content Creation

Improved cost reduction by 60% by making relevant content while working at Waryam automobiles

Leadership

Motivated team and increased 40 % more efficiency in working hours of team members while working at Thyrocare Technologies Limited

E-mail Marketing

Generated 60% more revenue by making best e-mail templates for B2B business while working at Thyrocare Technologies Limited

Courses

Digital Marketing (GOOGLE) jan 2020 - April 2020

1. Search Engine Optimization .
2. Search Engine Marketing .
3. Social Media Marketing .

Animation (PMKK) Jan 2019 - March 2019

1. 2D and 3D animation .
2. Animation concepts .
3. Usage of Photoshop .

Tally (GNIIT INSTITUTE) Jun 2016 - July 2016

1. Operated software tally ERP 9 .
 2. Journal entries .
 3. Evaluation balance sheet .
-

Education

Bachelor of Business Administration in Marketing, Punjab University

Apr 2017 – Sep 2020
Punjab