

# ANANYA GHOSH

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## Summary

Senior Marketing professional with over 9 years of experience in developing and implementing marketing strategies to deliver revenue growth. Leveraged new technologies and trends to foster innovation and collaborated with cross-functional teams to align goals and achieve continuous results.

## Professional Experience

**Senior Marketing Executive** - *Cnergyis Infotech (ZingHR)*

Mumbai, India (remote)

**May 2021 - present**

- Creating marketing collateral and GTM strategy to enhance brand visibility and awareness in India, the Middle East, Southeast Asia.
- Boosting website traffic and form fill through effective digital marketing strategies.
- Preparing content calendar and managing social media platforms, including LinkedIn (64,000+ followers), Facebook, Twitter, Instagram, and Pinterest.
- Leading performance marketing with an optimal budget, generating 2x leads, and maintaining a steady flow into the sales pipeline.
- Executing ABM strategies to drive high-value conversions, consistently achieving a target of Rs. 15 lakhs MRR.
- Working with product and sales teams to improve product marketing, cross-promotional initiatives, and strategically identify areas for enhancement.
- Analyzing marketing data to identify trends, providing insights for future marketing activities.
- Coordinating with external agencies for PR activities and database acquisition.
- Managing a team of designers, content writers, and interns, fostering a collaborative and productive work environment.
- Efficiently managing multiple projects and deadlines, to ensure timely and successful execution of marketing campaigns.
- Quickly adapting to new marketing tools and strategies to keep pace with industry trends and competitive landscape.
- Effectively communicating marketing goals and strategies to stakeholders, ensuring alignment and successful execution of marketing initiatives.

**Marketing & Client Relationship Manager** - *Das Writing Services Pvt Ltd*

Kolkata, India

**Feb 2021 - April 2021**

- Managed content calendar and company profiles. Implemented targeted marketing campaigns and relationship-building initiatives, increasing website traffic by 7% within two months.
- Successfully onboarded new clients and nurtured existing client relationships, providing solutions to enhance their digital experience and satisfaction, resulting in an increase in client retention.
- Developed and distributed marketing collateral to support the sales team, contributing to an increase in sales conversion rates.

**Digital Marketing Executive** - *Bayshore Intelligence Solutions Pvt Ltd*

Kolkata, India

**Feb 2020 - Jan 2021**

- Created content calendar for social media, blogs, and mailers, ensuring consistent and engaging content across platforms.
- Generated leads by incorporating SEO and SEM strategies, resulting in an increase in qualified leads.
- Actively participated in pre-sales activities, including the creation of client presentations, RFPs, and RFQs, resulting in an increase in proposal acceptance rate.
- Acquired new clients and projects through active communication on various platforms, which boosted the existing client base.

**Digital Marketing Executive** - *Sundew Solutions Pvt Ltd*

Kolkata, India

**Aug 2018 - Nov 2019**

- Crafted compelling social media content for the company and clients across diverse industries, enhancing brand visibility and engagement.
- Curated persuasive product descriptions and website content for renowned brands such as P.C Chandra Jewelers, Eva Lobo London, and Leocopter Air Services.

- Produced impactful sales collateral including videos, testimonials, case studies, and blogs, supporting sales efforts and driving conversions.
- Authored and distributed press releases across online platforms and to agencies, increasing media coverage and brand recognition.
- Prepared and presented weekly reports to analyze the effectiveness of marketing campaigns and inform strategic decisions.
- Managed paid ads on LinkedIn and Facebook optimizing ad spend and achieved 3x queries through lead gen campaigns.
- Spearheaded marketing automation initiatives and developed email sequences to nurture leads, integrating with CRM systems to streamline lead management and increase conversion rates.

#### **Client Servicing Executive - *BetheBEE Pvt Ltd***

Kolkata, India

**May 2018 - July 2018**

- Coordinated with clients to assess their needs and recommended tailored marketing strategies to meet their business objectives.
- Developed creative briefs and provided direction to designers and copywriters to deliver assets aligning with client expectations and brand guidelines.
- Cultivated and maintained strong client relationships, ensuring high satisfaction levels and fostering long-term loyalty.
- Generated new business leads through proactive cold calling and networking efforts, leading to the successful acquisition of new clients and projects.

#### **Digital Marketing Executive - *releaseMyAd Media Pvt Ltd***

Kolkata, India

**Oct 2015 - May 2018**

- Improved organic search rankings and increased website traffic through SEO-optimized content.
- Created FAQ sections, Quora answers, email templates, meta tags, meta descriptions, and ad copies for Google Ads campaigns, optimizing content for maximum visibility and conversion.
- Managed and created content for social media platforms enhancing brand presence and engagement.
- Leveraged analytics tools to analyze and interpret data, measuring the success of marketing campaigns and refining strategies for improved performance.
- Coordinating with Times of India sales SPOCs for placing ads in print and digital.

### **Education**

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**Post Graduate Diploma in Mass Communication - *Jadavpur University***

**July 2014 – Nov 2015**

**Bachelor of Arts (Hons) in Journalism and Mass Communication - *Calcutta University***

**May 2011- June 2014**

### **Skills**

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**Marketing Automation Tools:** Hootsuite, Constant Contact, MailModo, MailChimp, LeadSquared, Zapier, Pipedrive

**Core Skills:** Strategy Planning, Social Media Marketing, Leadership Skills, Excellent Communication Skills, Effective Time Management, Market Research, Budget Planning .

### **Awards & Achievements**

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- Conferred with 'Star Performer Award' 2 times & received increment within one year of joining at ZingHR.
- Bagged 'Best Social Media Award' at the MENA Summit 2022 renowned HRTech conference held in Dubai.
- Authored three articles for 'The Telegraph' newspaper.

### **Certifications & Courses**

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Social Media Marketing, HubSpot | Inbound Marketing, HubSpot | Introduction to Marketing, Wharton Online

### **Extra Curricular Activities**

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Associated with a NGO for Differently-Abled Individuals | Making Video logs, and Photography

### **Languages**

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English- Advanced | Hindi- Intermediate | Bengali- Native