

# SAMARTH AGARWAL

Contact No:9545013853  
website:[www.consultwithsam.com](http://www.consultwithsam.com)  
Email Id:[marketing@consultwithsam.com](mailto:marketing@consultwithsam.com)

## PERSONAL PROFILE

I had experienced multiple hats in marketing department by working on digital marketing projects, creating brand awareness and managing sales cycle. I am looking to work for brands where I can manage end to end aspects of digital marketing comprising of social media, email marketing, marketing analytics, SEO/SEM and marketing automation.

## EDUCATION HISTORY

### MICA & upGrad 2019-20

#### PGDM in Digital Marketing and Marketing Analytics

##### Live Project

- Designing UI/UX for Bajaj Auto website.
- Promoting upGrad Blog through paid social media channels
- Promoting upGrad blog through Google Search and Display ads.
- Designing Content Marketing strategy for HCL tech.
- Designing Email Marketing Strategy for Zivame.
- Optimising Web and App traffic through Google Analytics for Rentomojo.

### SVKM NMIMS MUMBAI 2012-17

#### MBA(Tech.) Marketing & B.Tech Mechanical

##### Live Project

- Research project on impact of "OTT services on traditional Pay-tv and local service providers".
- Research project on "Branding aspects of Nescafe and identifying the gaps in brand communication".
- Management internship with Viztar International, contributed for business development.
- Technical Internship with TATA Motors, worked in purchase department for evaluating alternate materials for cost reduction.

## SKILLS AND ABILITIES

**Advertising Platforms:** Google Ads, Facebook, LinkedIn, Twitter, Pinterest, YouTube

**Marketing Automation:** Hubspot, Hootsuite, Mailchimp.

**Analytics:** Google Analytics, Hotjar

**SEO/SEM:** Moz, SEMRush, Woorank

**Design Tools:** Photoshop, Illustrator, Canva, Biteable, Spark

**Website Platforms:** Wix.com

## WORK EXPERIENCE

### Freelancing Digital Marketer | Nov 2019 - Present

#### Consultwithsam

- Created my blogging website on my own with aim of driving traffic through blogs and content on social media.
- Monetized the website through publishers and through freelancing projects.

#### SEO/SEM Manager - JM Aluminium

- Responsible for boosting On Page SEO efforts by creating content around brand keywords, landing pages and coordinated with tech team to boost technical SEO.

#### Website Analytics - Monimo

- Tracked data across Google Analytics with aim to generate Market qualified leads and streamline process for Inbound marketing.
- Conducted A/B testing for implementing changes in website structure.

### Brandcer| Feb 2018 - Sep 2018

#### Marketing Manager

- Worked with Founding team members of **Brandcer**.
- Managed paid campaigns across Facebook and Instagram.
- Created campaigns with influencer across social media channels to execute brand goals.
- Connecting and collaborating with ideal influencers (Profile audit analysis, quality of audience, engagement rate, relevance factor).
- Campaign execution and analysis report (ROI measurement, achievement report, community response report, perception gap report).

### Tata Aig General Insurance | Jun 2017 - Nov 2019

#### Key Account Manager

- Managed cross communication across functional team of underwriting, claims, operational to ensure aspects of after sales services
- Managed paid campaigns across LinkedIn to target key accounts.
- Managed E-mail campaigns to timely ensure for cross-selling, up-selling.
- Managed 4-5 key accounts of motor fleet companies that generate revenue up to 60 Lacs.
- Managed the team of 5 to convert 50 MQL into SQL every month from channels like banca, agency vertical, web channels.
- Contributed for FAQ and General Queries section for chatbot.
- Contributed for CRM system for resolution of IRDAI complaints, workshop master integration, Agents API integration.