

NIRANJANA GAREWAL

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SUMMARY

I am a results-driven Marketing Executive with over 3+ years of experience across Marketing Research, Regional Marketing, Email Product Marketing, and Account Based Marketing. Proven skills in data management, customer relations, campaign execution, and report generation.

EDUCATION AND TRAINING

Pune Institute of Business Management, PUNE, 05/2022

PGDM (Marketing)

Jagran Lakecity University- Bhopal, BHOPAL, 04/2020

BBA

EXPERIENCE

MARKETING EXECUTIVE, 02/2022 – Present

Netcore Cloud, Mumbai

1. Research Data Management:

- Conducted market research and lead generation using **Salesforce, LinkedIn Sales Navigator, ZoomInfo, and Lusha**, resulting in a **60%** increase in qualified leads.
- Utilized **Salesforce** to manage over **100+** active leads, ensuring **95%** data accuracy, tracking sales progress, and streamlining overall sales activities.
- Researched market trends, customer behaviour, and competitor strategies across all region, improving regional engagement.
- Collaborated with ABM team to develop and implement 15+ multi-channel marketing campaigns.

2. Relationship Management:

- Planned and managed **8+** trade shows and industry events, generating **50+** new leads and enhancing brand presence among key target audiences.
- Updated and maintained accurate contact data in **Salesforce and Recotap**, ensuring seamless lead tracking and campaign execution.

3. Campaign Management:

- Executed **40+** social media marketing campaigns across LinkedIn, Twitter, and Facebook, boosting engagement and increasing lead conversions.
- Compiled and analysed data from **500+** accounts, contacts, and leads from events and campaigns to support strategic outreach efforts.
- Managed end-to-end planning and execution of **10+** webinars, achieving a **20%** rise in attendance and generating a **5%** attendee-to-lead conversion rate.
- Created ads and landing pages using Canva to support marketing campaigns and boost audience engagement.

4. Reports Making:

- Delivered weekly and monthly performance reports, contributing to a **10%** improvement in lead-to-sale conversion rates.
- Compiled and analyzed weekly reports on accounts, contacts, and leads, supporting data-driven sales and marketing decisions.

SALES INTERN, 04/2021 - 05/2021

Ten hard E-commerce Company , BHOPAL

- Provided customers with comprehensive product knowledge and implemented successful sales and marketing strategies.
 - Managed end-to-end sales processes, from prospecting and lead generation to successful closures, achieving the goal of generating 50 leads for the magazines.
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DIGITAL MARKETING INTERN, 06/2021 - 07/2021

Momskart- Handcrafted by Indian Moms, BHOPAL

- Designed social media posts to achieve the marketing objective.
- Managed the day-to-day handling of all social media channels such as LinkedIn, Facebook, Instagram, adapting content to suit different channels.
- Received Letter of Recommendation and Appreciation for the good work.

SKILLS

Salesforce	ZoomInfo
Canva	Apptopia
Recotap	Builtwith
Lusha	Clearout(Pepipost)
SimilarWeb	MS Office
Linkedin Sales Navigator	Pardot
LeadIQ	

ACCOMPLISHMENTS

Received Letter of Recommendation and Appreciation for the good work.
Received Team appreciation for smooth activity completion.

LANGUAGES

Hindi: First Language
English: Professional

ACTIVITIES AND

- Conducted and managed various cultural events being an active member of

HONORS

- PIBM cultural committee.
- Served as the Class Representative for a semester, actively facilitating communication between peers and faculty.
- Organized Friday activities and team games to boost employee engagement.