

Vaidehi Singh (Sharma)

"Passionate Marketer with 13 years of experience in building brands & generating business."

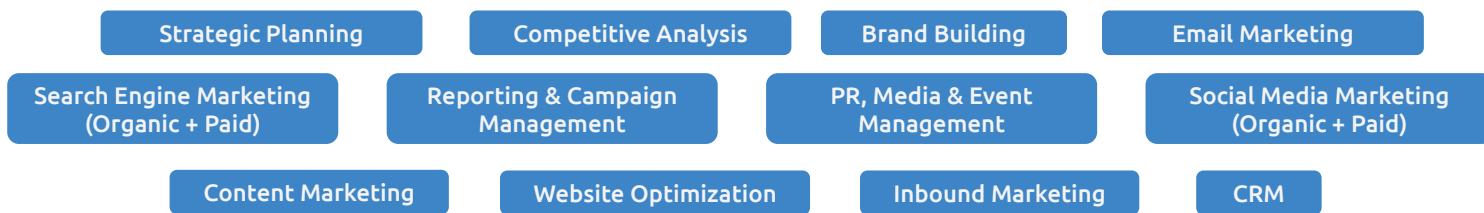
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Vaidus World | Marketing Singh



<https://www.linkedin.com/in/vaidus/>

SKILLS & EXPERTISE



WORK EXPERIENCE

Marketing Manager

Blazeclan Technologies Pvt. Ltd., Pune

Apr '19- Present

Key Responsibilities

Heads Digital Marketing (SEO, Content Marketing, Social Media Marketing, Email Marketing, Paid Marketing, Website Management, etc.); Manages customer-centric marketing, employee branding initiatives, database management, meetups, internal communication, etc.; Supports PR and event management teams through digital campaigns; Responsible for creating Marketing Funnels & Processes; Accountable for Lead Generation & Management; and Generates campaign reports and responsible for performance-based marketing.

Team Lead: Digital Marketing & Branding

Fact.MR (Future Marketing Insights), Pune

Apr '18- Jan '18

Key Responsibilities

Reporting and analyzing marketing campaigns; creating SEO strategies to generate organic lead and bring business; identifying and developing a buyer persona; guiding the team and actively taking care of off-page activities; optimizing and maintaining the hygiene of the website; accountable for marketing ROIs and budgets; Responsible for social media campaigns (paid and organic); developed WordPress.com blogs; and led a team of 30 SEO executives.

Digital Marketing Trainer (Contract)

HR Remedy India Pvt. Ltd., Pune

Feb '18- Mar '18

Key Responsibilities

Worked as a Digital Marketing Trainer and taught over 50 students through offline and online classes in a month. Subjects covered: SEO, Website Management, Content Marketing, Social Media Marketing, Paid Search Marketing, Blogging, Affiliate Marketing, Google Analytics, Webmaster & Algorithms, Email Marketing, Online Reputation Management, AdSense.

Happiness Engineer (Trial)

Automattic Inc, Remote

Nov '17- Dec '17

Key Responsibilities

Did troubleshooting of customer issues; Answered support requests related to the WordPress.com sites, domain hostings, registrations, WordPress.com themes, site customization, WordPress.com plans, plugin-related issues, CSS/HTML related bugs, etc; and Did testing of new features of WordPress.com which the company planned to launch.

TOOLS

Google Analytics	●●●●●●●●
Google Webmaster	●●●●●●●●
HootSuite	●●●●●●●●
Buffer	●●●●●●●●
WordPress	●●●●●●●●
MailChimp	●●●●●●●●
Microsoft Dynamic	●●●●●●●●

CAREER HIGHLIGHTS

Speaker at WordCamp Udaipur 2017 (Find talk video [here](#)) and WordCamp Pune 2019 (Find talk video [here](#))

Judge at Littlewoods Ireland Blog Awards 2016 (See more details [here](#))

Hindi Translation Contributor at WordPress.org (See all contributions [here](#))

Contributor at WordPress.com Support Forum (See all contributions [here](#))

Marketing Lead

Searce Cosourcing Services Pvt. Ltd., Pune

Jul '17- Nov '17

Key Responsibilities

Responsible for organic marketing plans and strategies; Accountable for PR, media, and event management; Worked closely with the Google team to provide marketing support for Google Cloud Platform (GCP), GSuite, and Google Maps; Headed social media marketing; Responsible for email marketing campaigns, content marketing, writing, and management, branding, etc.; Managed marketing inventory and assets; Ensuring to keep sales intranet portal updated with marketing assets to support sales team; Responsible for revamping of the company's new website; Interviewing existing customers for textual and audio/video case studies; and Responsible for the creation and allocation of Marketing Budget.

Founder & Content Therapist

Jeet eSolutions, Remote

Sep '13- Jul '17

Key Responsibilities

Worked on digital marketing projects, built client relationships, developed overall marketing plans and strategies for the organization as well as customers, created and maintained the organization's budget, and led a team of 30+ remote employees.

A Few Clients: Shine.com (HT Media company), Search Value Pvt Ltd., Simon Consultants, etc.

Digital Marketing Internship Manager

Digital Vidya, New Delhi

Feb '14- Mar '15

Key Responsibilities

Developed and managed the process of digital marketing internship program; Created and handled a research-based practical internship for the participants of digital marketing courses; Created SEO-based strategies to generate leads or enhance organic visits on the website; Reporting and Doing marketing analysis to justify marketing budget; Interviewed industry experts and syndicated the interview on various digital channels; Accountable for social media optimization for the company; Provided digital marketing training to interns; Developed press releases and helped in promoting the services of the company.

Executive: Project Delivery

IndiaMart InterMesh Pvt. Ltd., Noida

Jun '10- Oct '11

Key Responsibilities

Managed a team of quality analysts, web designers, customer care executives, content writers, SEOs, and data entry executives; Handled projects of regions across the nation. A few regions that I worked for were Surat, Ahmedabad, Delhi, NCR, etc; Responsible for quality analysis and hosting of catalogs; Coordinated with different departments and teams to get the catalogs done and hosted on time; Handled client queries to provide quick results with high-quality deliverable; Coordinated with vendors to get quality content for mini dynamic catalogs; Guided subordinates and developed strategies to achieve weekly targets.

EDUCATION

Masters in Business Administration

U.P. Technical University, Lucknow

PG Diploma (Mass Communication & Journalism)

IGNOU University, New Delhi

Bachelors in Commerce

MJP Rohillkhan University, Bareilly

AWARDS

Liebster Blog Awards, earned by Vaidus World (Personal Blog)

Top Marketing Blog in India (2015), received by Digital Vidya Blog, syndicated by me and my team.

Best Performer Award (2010), at IndiaMart InterMesh Ltd.

CERTIFICATIONS

Email Marketing, HubSpot Academy

Search Ads 360, Google Academy

Activate Customer-centric Marketing, Google Academy

WordPress User Support, Support Driven in collaboration with Automattic Inc

Google Analytics for Beginners, Google Academy

Social Media Marketing, Digital Vidya

Diploma in Graphic Designing & Authoring Multimedia, Arena Multimedia

English Grammar & Writing Style, University of Queensland (edx)

LANGUAGE

English 

Hindi 

INTERESTS

Kathak

Poetry

Storytelling

Travelling