

Vaidehi Singh (Sharma)

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

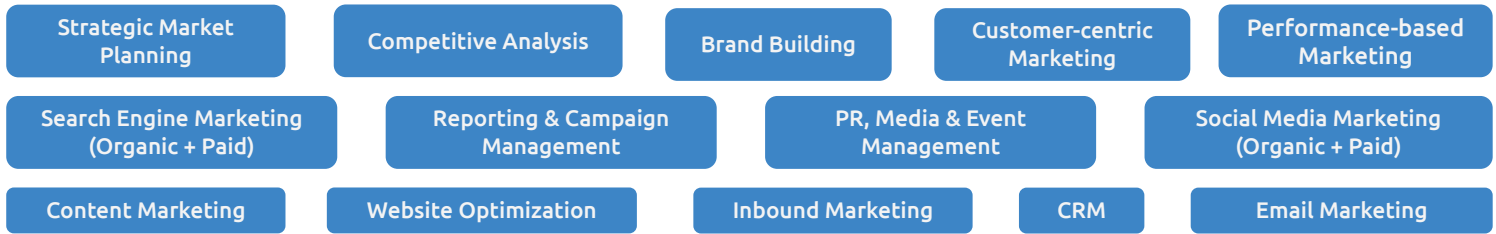
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Vaidus World | Marketing Singh



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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.); Responsible for customer-centric marketing; Developed and Maintaining Marketing Dashboard for practicing data-driven marketing; Generates campaign reports; Defines buyer journey and Creates buyer personas, Develops Marketing Funnels, processes, and strategies; Builds thought-leadership strategies; Accountable for Employer Branding, Database Management, Offline Meetups, Webinars, Internal Marketing Communication, Product Marketing, etc.; Responsible for the deployment of Microsoft 365 Dynamics; Responsible for Email Marketing and Remarketing campaigns; Manages Leads; Organises Events; Ensures seamless Marketing & Sales Operation; Responsible for Performance-based Marketing; Supports PR team; Trains new members in Sales, Solutions and Marketing Team.

Team Lead: Digital Marketing & Branding

Fact.MR (Future Marketing Insights), Pune

Apr '18- Jan '19

Key Responsibilities: Developed SEO strategies; Identified and developed a buyer persona; Was responsible for demand generation; Built team strategies and handled off-page activities; Optimized and Maintained website hygiene; Ensured maximum Marketing ROIs; Created Marketing budgets; Responsible for social media campaigns (paid and organic); Developed WordPress.com blogs; Accountable for Reporting and campaigns analysis.

Digital Marketing Trainer (Contract)

HR Remedy India Pvt. Ltd., Pune

Feb '18- Mar '18

Key Responsibilities: Worked as a Digital Marketing Trainer on contract and taught over 50 students in a month through offline and online classes. 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 WordPress.com users' 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; Tested new features of WordPress.com which the company planned to launch.

TOOLS

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

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, brand building, content marketing, writing, and management; Managed marketing inventory and assets; Maintained sales intranet portal; Responsible for revamping of the company's new website; Interviewed customers for textual and audio/video case studies; Responsible for the development and allocation of Marketing Budget; Trained new members in Marketing Team.

Founder & Content Therapist

Jeet eSolutions, Remote

Sep '13- Jul '17

Key Responsibilities: Jeet eSolutions was a Marketing Agency with a team size of 30+ distributed workforce. Worked on digital marketing projects, built client relationships, developed marketing plans and strategies for the organization as well as customers, created and maintained the organization's budget.

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 digital marketing internship program; Created and handled a research-based practical internship for the paid participants; Created SEO strategies to generate leads and enhance organic traffic; Responsible for Reporting and Marketing analysis; Interviewed industry experts; Ensured timely syndication of expert interviews; Accountable for social media optimization; Provided digital marketing training to interns; Developed press releases.

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 like Surat, Ahmedabad, Delhi, NCR, etc; Responsible for quality analysis and catalogs' hosting; 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; Trained new team members 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 Rohilkhan University, Bareilly

AWARDS

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

Top Marketing Blog in India (2015), received by *Digital Vidya Blog*, handled 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