



# Mayank Sneh

Go-To-Marketing Manager

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Hindi (Native)

French (Basic)

## About

Currently, serving as an Ecommerce Manager at VS.Compagnie to develop their website and increase their reach all over France and Europe. A Digital Marketer with proven developed skills in Growth Marketing for B2B, Affiliate Marketing, Search Engine Optimisation, Google AdSense and Google Analytics.

Interests include Aviation, Technology, Cooking, Short Films, Automobiles, Traveling, Adventure Sports and Website Designing.

### BRANDS WORKED WITH

HelpExpats

Venalidium Digital Llc

V.S. Compagnie

## Experience

### ● E-commerce Business Development & Marketing Manager

V.S. Compagnie | Sep 2021 - Now

- Design the layout of the online store, including store logo, product categories and appearance.
- Develop, monitor, write, and update product content contained on the website.
- Cultivate standards, systems and best practices for content creation, distribution, maintenance, and new product listings.
- Monitor changes in website traffic or increases in sales and understand customer insights to use and improve the eCommerce business.
- Meet customer expectations on sales, brand development, and replenishment.
- Identify consumer needs through extensive market/data analysis on demographics, cultures, and analytics.
- Explore the market and tap potential clients based on various parameters.
- Search Engine Optimization (SEO) of the web content to increase search engine visibility. Execute cost-efficient SEM practices (content strategy) to increase SERP results and improve the click-through & conversion rates.
- Understand and leverage the dynamic digital marketing environment to maximize the business through Ads and Social Media Marketing such as Facebook/Instagram Ads, Google Ads and Bing Ads.
- Achieved sales targets through the retention of the old clients and the acquisition of new clients; generating a 135% hike in revenue within a single month.
- Check, verify and fill customer invoices using Stripe and WooCommerce.
- Analyze and troubleshoot client technical issues to identify the causes of system problems.
- Provide detailed reporting on product trends, competitor trends with actionable data to support the business development decision-making process.
- Develop and execute sales plans that optimize our brands for pricing, sales, availability, and visibility.
- Integration of Email Marketing Automation with OptinMonster Pop-up Builder and HubSpot.

### ● Digital Marketing Consultant

| May 2020 - Now

- Designing Growth Strategies
- Writing a Marketing Plan
- Digital Transformation of small business and vendors for maximum reach online.
- Setting up and designing the WordPress site, building sales funnels.
- Working with Facebook, Instagram, Keywords Bidding, Google Ads for promoting businesses.
- Brand and Marketing Integrations
- Email Marketing & Content Marketing Campaigns
- Mapping User Journeys and defining KPIs



## ● Marketing and Operations

HelpExpats | Aug 2020 - Aug 2021

- Designed the website focussing on the needs of International Students, coming to France.
- Daily schedule includes participating in all aspects of business development from market research to operations and marketing, ensuring a smooth transition of the business.
- Formulating the company's vision, goals, and objectives; holding talks with the major services providers like Banks, Insurance Companies, Housing Organisations for Partnership.
- Performing SEO, Google Analytics and Affiliations to monetize the website and generate traffic.

## ● Growth Marketing

Venalicium Digital Llc | Apr 2020 - Aug 2020

- Lead generation and data services that accelerate the technology sales process to drive business opportunities and develop new territories, by identifying intent among technology buyers.
- Planning, execution and tracking for digital, lead generating programs directly and via partner community in APAC, including events, content syndication, webinars, email campaigns.
- CPL campaigns across the buying journey that covers the entire spectrum right from awareness to engagement to conversion.
- Dealing in HQL, SQL, MQL and Account-Based Marketing.

## Education & Training

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2018 - 2020

### ● Audencia

Masters, International Management

2011 - 2015

### ● SRM University

Bachelor of Technology (B.Tech.), Mechanical Engineering