

Neha Dighe

Marketing Manager

Thane, Maharashtra, India

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Languages

English (Fluent)

About

DIGITAL MARKETER An experienced marketing professional who has a couple of years of experience managing both traditional and digital projects can help businesses achieve their goals for organic traffic by 50%. lead seven cross-functional product teams to a 25% increase in efficiency. I graduated from Oxford Brookes University with a master's degree in digital marketing in 2022 and was also awarded pre-seed funding for an entrepreneurial project.

BRANDS WORKED WITH

Arti Collection

Axis Bank

DBS Bank

Exits Group

Logicserve Technologies

schuh

Stylish Affair

Experience

● Product Marketing Manager

Exits Group | Jun 2017 - Aug 2019

I initiated quarterly and implemented a basic Search Engine content strategy for the clients of more than 15 websites and mobile applications under the confidential provision. B2C and B2B marketing and primarily for the execution of the plans, the cross-functional job requires teamwork from developers, designers, sales, and content. A Google AdWords campaign that was created, carried out, and modified led in a 20% rise in ROI A high 25% lead creation and new lead generation rate was achieved by email marketing. Since the majority of our clients were start-up businesses, we leveraged free marketing tools like Hubspot automation, Google Analytics and Adwords account creation, and free email marketing platforms like Mailchimp automation.

● Marketing Manager

Arti Collection | Apr 2021 - Mar 2022

Designed marketing plans, with funds allocated across a variety of platforms. Re-branding most of the products led to a significant website re-design for the business. Leverage print, direct mail, email, and trade fairs to carry out promotional campaigns for audience engagement, event attendance, and advertising sales revenue. 20% contact base growth was achieved using email marketing.

● Sales Advisor

schuh | Nov 2019 - Dec 2019

Participated in team meetings with the store managers and carried out additional tasks as directed by the superior. Voluntarily participated in the black Friday week to learn UK market and consumer insight. Customers were offered services such as Klarana, which sold them merchandise, informed them about donations, and took customer feedback, resulting in a 15% increase in sales.

● Product Marketing Executive

Logicserve Technologies | Aug 2016 - Apr 2017

An e-commerce website with roughly 700,000 active users needs to be managed with the help of analysed consumer needs. By working with the SEO & content teams, we were able to get 12 important keywords on the first page of search results and boost all-around website traffic by 64% for a client. Created magazine subscription campaigns that saw conversion rates of over 11%. We witnessed a 34% boost in email open rates and a 30% increase in click-through rates by optimising the email delivery method. Oversaw the finance project (banking, credit cards, loans, and insurance), where we collaborated with financial institutions to provide their products while comparing prices and offering the best offers. For all the team collaborations, we concentrated on building more than 30 web pages in under 30 days. Despite our user base and desire to expand, we valued both organic and paid campaigns.





- **Digital Officer Executive**

DBS Bank | Apr 2015 - Sep 2022

Pre-launch product's trainee of a product's core team (digital wallet)
Database updates and the use of a customer relationship management system (CRM) End-user software testing Keeping track of reports

- **Marketing Co-ordinator**

Stylish Affair | Sep 2015 - Aug 2016

Scheduled and executed online and offline events to expand better prospects for the startup. Assembled hundred of business cards, pamphlets, coupons, flags, and direct mail for potential clients.



- **Priority Banking Internship**

Axis Bank | May 2013 - Jun 2022

Education & Training

2019 - 2022

- **Oxford Brookes University**

Msc in Digital Marketing , Master of Science

2012 - 2014

- **NCRD's Institute of Management Studies**

Master of Management Studies, Master of Management