



VIVEK R SINGH

MARKETING STRATEGIST | BRAND DESIGNER | CONSULTANT

SKILLS

- Brand Design
- Marketing Campaigns
- Content Strategy
- Graphics Design
- Critical Thinking
- Client Servicing
- Team Management
- Business Development

CERTIFICATIONS

The Fundamentals of Digital Marketing

Google Analytics Individual Qualification

Email Marketing

Content Marketing

Inbound Marketing

Contextual Marketing



TOOLS

- Office Suite
- Notion
- Wix
- Wordpress
- Illustrator
- Photoshop

Business-minded & creative marketing strategist with over 6 years of leadership and hands-on experience across a wide range of mediums, platforms and industries. Effective team leader with proven ability to meet business objectives & sales targets through innovative and critical thinking while accomplishing successful organization-wide implementations.

Director - Marketing & Sales ISLP Technologies | Apr 2020 - Mar 2022

Setup a marketing department with diverse service offerings, managed team of marketing professionals to deliver brand design & marketing strategies. Strategised and implemented successful lead generation campaigns both online and offline. Managed clients & sales pipeline for the department.

Marketing Manager Sportsol India | Jan 2017 - Feb 2020

Created and managed a community of over 1500 members by deploying engaging marketing initiatives. Supervised the pre & post event content production for events with a team of 15 producers. Initiated and grew sponsor relations and corporate partnerships directly adding to the product offering of the organization and generating sales.

BD Manager eCentricHR Solutions | Feb 2016 - Jan 2017

Business development activities to increase client base in North India. Worked with clients such as HCL & Unilever to manage recruitment drives and source candidates from for ongoing and upcoming projects

BD Executive Printech Technologies | Jun2014 - Jan 2016

Consulted with existing client for pre and post sales fulfillment activities. Conducted cold calling and client visits to generate leads and achieve sales.

Education

Bachelors in Business Administration - Marketing
IIMT College of Management | 2014

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