

Shubham Chamoli

Marketing Analyst

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Gurgaon

SUMMARY

Result oriented and dynamic market analysis professional with a proven track record of managing global social media channels to increase reach. Adept at administering outreach campaigns and organizing webinars to promote the brand, services, and products. Proficient in optimizing graphics and publishing web content to increase user engagement.

KEY SKILLS

Content Management	Content Marketing
Social Media Marketing	Strategic Marketing
Social Media Analytics	
Search Engine Optimization	
Project Management	Email Marketing
Client communication	Client onboarding

Application/Software

Adobe experience manager		Eloqua
SharePoint	Brightcove	Sprinklr
Meltwater	DubBot	MS Excel
Workfront		

ACHIEVEMENTS & ADDITIONAL INFORMATION

- Received **Emerging Star Award** | Jones Lang LaSalle
- Languages:** English and Hindi

PROFESSIONAL EXPERIENCE

Marketing Analyst Aug '18 - Dec '20
Jones Lang LaSalle Gurugram, IN

- Platforms: Adobe Experience Manager, Eloqua, Microsoft SharePoint, Brightcove, and Workfront
- Managing **global content** and implement strategic goals for a **digital marketing campaign** to increase website traffic and increase brand awareness.
 - Coordinating with marketers to handle **global campaign launch**, authoring landing pages for webinars, and events on Adobe Experience Manager (AEM) and Eloqua marketing automation
 - Managed **client on-boarding processes**, ensuring that their expectations and goals were fully met.
 - Assist in the development and implementation of **digital project management**
 - Fulfill client requests and provide expert guidance regarding our process, marketing strategy, and products. Promote open, clear communication between multiple teams and clients
 - Communicating **project status**, identifying tasks problems, and investigating them to find potential solutions
 - Ensured all-time positive **client experience** by communication and maintaining professional relationships.

INTERNSHIPS

Marketing Intern Apr '18 - Aug '18
Jones Lang LaSalle Gurugram, IN

- Social Media Tools: Sprinklr, Meltwater, Google My Business
- Carried out implementation, planning, and monitoring of **social media channel** and related functions
 - Supervising **social media content** while preparing campaign reports and communicating the same to management
- Performance Management & Tracking**
- Administered delivery of various **online reputation reports** to regional heads
 - Tracked various local and **global social media channels** to increase global reach by 5%

Marketing Intern Jun '16 - Aug '16
FCI CCM Delhi, IN

- Handled marketing research and email marketing campaigns for outreach purposes

EDUCATION

Master of Business Administration (Marketing) May '16 - Aug '17
MDU University Gurugram, IN
Bachelor of Business Administration (Marketing) Jun '11 - Aug '14
IMS Unison University Dehradun, IN