



SUJAY BHARADWAJ

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Sex: Male | **Date of Birth:** 8/4/1994 | **Nationality:** Indian

KEY SKILLS

- Digital Marketing and Communication
- Social Media Management
- Campaign Management
- Content Strategy and Marketing
- Business Development and Strategy
- Networking
- Mass Communication
- Network Building and Lead Generation
- Stakeholder Management
- Market Analysis and Research
- Team and Intern Management
- Event and Campaign Planning
- Client Relationship Management
- Performance Monitoring and Reporting

TECHNICAL LITERACY

- Microsoft Office
- SEO
- Google Analytics
- Meta Business Suit
- Email Marketing
- Salesforce Marketing Cloud
- Analytics
- HubSpot

EDUCATION

Sep 2019 - Oct 2021: MBA in Marketing from Audencia Business School Nantes, France

Aug 2013 - Aug 2017: Bachelors in Technology (Mechanical Engineering) from Jalpaiguri Government Engineering College, India

PROFILE SUMMARY

Dynamic Digital Marketing and Communication professional with 5 years of experience leading teams and managing large-scale digital campaigns, brand messaging, and social media strategies. Proven expertise in enhancing online engagement, optimizing SEO, and executing successful marketing initiatives. Adept at stakeholder management, performance monitoring, and delivering data-driven results. Skilled in network building, lead generation, and developing SOPs. Demonstrated ability to drive brand visibility, boost online traffic, and manage multi-channel campaigns. Proficient in English with intermediate knowledge of German and beginner-level French. Committed to delivering measurable results through strategic communication, innovative marketing solutions, and effective team collaboration.

WORK EXPERIENCE

Premium Lifestyle & Fashion India Pvt Ltd Hyderabad, India	
Assistant Marketing Manager	Dec 2024 - Present
<ul style="list-style-type: none"> • Develop and implement strategies to increase brand awareness for various retail outlets, including apparel and electronics franchises. • Drive initiatives to boost footfall in physical stores through targeted marketing efforts. • Oversee social media management and influencer marketing campaigns to enhance online and offline engagement. • Coordinate mass communication campaigns for promotions and offers using tools like WhatsApp blasts and performance marketing platforms. • Collaborate with stakeholders to understand requirements and align marketing strategies for better outcomes. • Analyze campaign performance and provide actionable insights for continuous improvement. 	
I-PAC Vijayawada, India	
Co-Lead (Digital Communication)	Jan 2023 - Jun 2024
<ul style="list-style-type: none"> • Directed a team of 24 members and 120 interns, maintaining performance trackers and conducting monthly reviews. • Enhanced brand messaging and engagement by managing 24 social media properties, overseeing 100+ accounts. • Established a statewide network of 10k members, developed SOPs, and tracked performance via daily reports to POCs. • Led daily stakeholder meetings to align project goals and ensure team execution. • Conceptualized and launched 10 innovative campaigns to boost brand visibility. 	
I-PAC Hyderabad, India	
Senior Analyst (Digital Communication)	May 2022 - Dec 2022
<ul style="list-style-type: none"> • Led a team of 5, improving communication and task efficiency to enhance digital engagement. • Coordinated with stakeholders to execute campaigns, increasing brand visibility and engagement. • Boosted social media reach by 150% in one month through data-driven digital marketing strategies. • Established a statewide network of 1,000+ members, converting leads via calls and online meetings. • Regularly engaged with the network to gather market insights and ensure successful task completion. 	
Freelance France/India	
Digital Marketing Specialist	Oct 2021 - Apr 2022
<ul style="list-style-type: none"> • Enhanced client digital presence by listing on Google Marketplace and optimizing profiles for customer engagement. • Improved SEO by utilizing effective keywords and collaborating with blogs for backlinks. • Developed social media strategies, collaborating with influencers for better brand visibility. 	
eParkio Pvt Ltd Lisbon, Portugal	
Market Analyst	Sep 2020 - Oct 2021
<ul style="list-style-type: none"> • Increased website traffic by 15% through SEO optimization and backlink strategy. • Improved social media presence with a data-driven content strategy, boosting engagement. • Executed email marketing campaigns with an open rate of over 20% and a 1.25% conversion rate. • Developed and launched an app marketing campaign to increase engagement and retention. 	

CERTIFICATIONS

- Digital Marketing Foundations
- Google Analytics for Beginners
- Social Media Marketing: Strategy and Optimization
- Google Ads Essential Training
- Content Marketing Foundation
- Google Analytics 4 (GA4) Essential Training
- SEO Foundation

Concentrix Pvt Ltd | Kolkata, India

Operations Representative

Aug 2018 - Aug 2019

- Consistently achieved star performer status by executing meticulous backend processes.
- Conducted client meetings to streamline processes and ensure effective action plans.
- Trained new employees to maintain 100% accuracy in execution.

Shri Siddhivinayak Entp. | Kolkata, India

Sales In-Charge

Sep 2017 - Aug 2018

- Conducted market research to position products and boost sales strategically.
- Built strong client relationships, enhancing sales and closing market gaps.
- Executed successful product launches with detailed pre-launch and retention strategies.

INTERNSHIP

Godrej & Boyce Mfg. Co. Ltd. | Mohali, India

Technical Intern

Jan 2017

- Conducted a detailed analysis of cutting and sealing machine operations, improving efficiency and reducing time.

Ganges Ford | Kolkata, India

Junior Technician

Aug 2017 - Sep 2017

- Analyzed automotive workflows and directed vehicles to optimize servicing efficiency.
- Specialized in expedited services, completing automotive tasks within 30 minutes.