



PRIYANK KUMAR SINGH

DIRECTOR MARKETING & SALES

CONTACT

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Sector 78, Noida.

SKILLS

- Project Management
- Digital Strategy
- Content Marketing
- Product Launch
- AI Automation
- Meta Ads
- Google Ads
- Google Analytics
- LinkedIn Ads
- Campaign Optimization
- User Acquisition

CLIENTS

- Apollo Tyres
- Tata Motors
- JK Tyre
- Axis MF
- AMFI
- Franklin Templeton
- CG Foods
- Emami
- RSPL Limited
- Novology
- EasyBuy
- Shoppers Stop
- Birla Estate
- IBIS Hotels



PROFILE

Motivated Digital Marketing Professional with 11 plus years of rich experience in Branding & Awareness, Driving User Acquisition and growth through strategic media campaigns. Expert in data analysis, creative optimization and cross functional collaboration to achieve business objectives. Proven track record in scaling campaigns and enhancing ROI.



WORK EXPERIENCE

Sociafluence

2017 - PRESENT

Director Marketing & Sales

- Led the development and execution of comprehensive digital marketing campaigns across Meta, Google, Social media platforms, Increasing the brand awareness & user acquisition by 35% within 12 months.
- Worked with eminent clients across industries like Auto, BFSI, FMCG, Retail, Lifestyle etc.
- Effectively managed client's budget for paid media and awareness campaign optimizing spend for a 30% improvement in ROAS.
- Implemented advanced targeting and retargeting strategies that reduced CPA while increasing conversion rates.
- Conducted A/B testing on various creatives, identifying top performers that led increase in engagement.
- Collaborated with cross-functional teams to align marketing efforts for product launch, resulting in product adoption.
- Led successful Influencer Marketing campaigns across Instagram, Youtube, Facebook, TikTok.
- Onboarded Tata Motors as a client for Tata Altroz Launch campaign, wherein we engaged Top Notch Influencers & celebrities Siddhartha Malhotra and Nora Fathei for DigitalAd shoot.
- Analyzed campaign data to provide actionable insights, leading to a strategic pivot

To The New Digital (Blogmint)

2015- 2017

Manager Sales & BD

- Develop and maintain strong relationships with Brands, agencies to drive sales.
- Leading sales & business development efforts majorly for Delhi, Mumbai & Bengaluru Market.
- Closed deals worth of 3 Cr in a year.
- Onboarded Pernod Ricard as a major client with annual billing of 1 Cr.
- Devise & pitch cross promotional media, influencer marketing strategies.
- Monitor campaign performance maintain coordination with ops team.
- Maintain relationship with Influencers, Vendors & Publishers to get unsurpassed Quotes for Brands and Agencies.
- Led successful execution of numerous Pan India campaigns across Industries.
- Prompt campaign status update, timely delivery of post campaign report to clients.

Eenadu Publication (Etv Network)

2013- 2015

Advertisement Executive

- Sales & business development for Digital Inventories of Eenadu.net Delhi & Mumbai Market.
- Eenadu.net is digital replica of 'Eenadu' Andhra Pradesh & Telangana's leading daily News daily.
- Solely responsible for generating revenue for Auto, Real estate, Retail, Consumer Durables, Healthcare as a category.
- Creating customised brand proposal as per the brand/agencies brief.
- Strategise CPM, CPC based campaign, Rich media Ads, retargeting ads, Native & video Ads.
- Develop and maintain strong relationships with Brands, agencies to drive sales.
- Successfully convinced numerous Non Telugu brands to advertise in a regional publication, which itself was a challenge
- Conduct competition monitoring & market mapping on daily basis.
- Client servicing & identifying new prospects within category.



EDUCATION

Master of Business Management

2011- 2013

Bachelor of Technology (B-Tech)

2007- 2011