



Anoop Singh Chauhan

Over 4 years of business and marketing experience: Channel and Consumer Marketing Brand Development and Promotion Message Development and Execution Excellent communication and negotiating skills, strong customer focus, highly developed project management and problem-solving skills, good financial awareness, and an ability to manage budgets. Expertise in value proposition design, positioning, messaging, branding and merchandising.

Gurgaon, Haryana

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Personal Details

Date of Birth: 1990-02-24

Work Experience

Sales & Marketing Manager

Freelancer Academy - Navi Mumbai, Maharashtra

March 2018 to Present

- Marketing and communications responsibilities supporting sales and consumer initiatives.
- Draft, refine, and distribute multi-purpose content that can be shared and utilized across various communication platforms including web, social media, advertising, public relations, and sales
- Marketing management of consumer marketing initiatives for targeted audiences using tactics such as brochures, job aids, and direct mail.

Assistant Marketing Manager

TRIO INDIA - Navi Mumbai, Maharashtra

March 2017 to 2018

- Generate and develop ideas, identify issues and propose solutions, and think strategically.
- Effectively managed and implemented more than 200 communication campaigns.
- Developed three company playbooks to guide internal colleagues through repeatable processes and best practices throughout the organization.

Just Dial Ambassador

Justdial Pvt. Ltd - Greater Noida, Uttar Pradesh

July 2016 to 2017

Organizing sales visits.

- demonstrating and presenting products
- establishing new business
- maintaining accurate records

- attending trade exhibitions, conferences and meetings reviewing sales performance

Management Trainee

Khadim India Limited

January 2016 to July 2016

- Receive training and perform duties in several departments such as Finance, Client Services,
- Sales, Operations..

Education

Master's in Business Administration with a 7.4 CGPA. Concentration in Marketing Management And digital marketing.

Galgotias University - Greater Noida, Uttar Pradesh

2017

Bachelor's in Business Administration in Marketing Management with 75%.

Rajiv Gandhi technical university - Satna, Madhya Pradesh

2012

Skills / IT Skills

- Ability to Work in a Team Ability to Multitask Time Management Computer Skills Ability to Work Under Pressure Skydiving, Books reading. Communication Skills Leadership Teamwork Adaptability Project Management Skills
- Communication skills
- Agile
- Microsoft Project
- Microsoft Office
- Sales
- Marketing
- Negotiation
- Microsoft Excel
- Leadership
- Management

Languages

- English,Hindi - Fluent

Awards / Achievements

Successfully hosted Auto-Expo2018

Certifications and Licenses

Certificate

- SEO certificate by Moz
- Google certification for Google AdSense and analytic
- certificate by G.L. BAJAJ university Noida in Marketing Management.
- Running two tech related live blog, on bloggers.com and word press

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