

MARKETING

---

# PORTFOLIO

Elevating Brands Through Strategic Marketing Expertise

---

RAVNEET SINGH

## ABOUT ME

As a seasoned marketing professional with over seven years of experience, I have managed end-to-end tactical and thematic campaigns for prestigious organizations and prominent brands, showcasing a diverse skill set and proven track record of delivering outstanding results.

I began my career at Manav Rachna Educational Institutions, spearheading BTL activities such as events, exhibitions, conferences, and email marketing campaigns. Leveraging my expertise in CRM management and MailChimp, I also integrated an alumni management, outreach, and admissions marketing ERP automation platform, showcasing my strategic approach to campaign management.

Later, as an Assistant Social Media Manager at Sarla Holdings Private Limited, I led end-to-end digital marketing campaigns for Pathways Schools, Cesta Foods, and Sirama Global, implementing organic and performance marketing strategies for social media and search. Despite the challenges of the COVID-19 pandemic, I successfully drove digital conversation using BTL activities, demonstrating my adaptability in dynamic environments.

In my last role as a Digital Marketing Specialist at Cognizant, I consistently exceeded client expectations while working on renowned brands such as J&J, Nestle, Estee Lauder, Shangri-La Hotels, 3M, and SIM. Recognized as Client Favourite of the Month and Performer of the Month since July 2022, I supported brands in Sprinklr Integration with social media performance campaigns, showcasing my proficiency in leveraging cutting-edge tools for marketing success.

With my extensive experience and exceptional performance in digital marketing, I am confident in my ability to significantly contribute to any organization as a Marketing Expert. My portfolio includes examples of my past work, showcasing my skills in campaign management, performance marketing, CRM and e-mail marketing, and integrating marketing technologies. I look forward to discussing how my expertise can benefit your organization.



## SOFTWARES & TOOLS

---

I bring a diverse skill set that includes proficiency in various digital marketing tools such as Sprinklr, Looker Studio, Excel, and Google Analytics for data analysis, reporting, and performance tracking. Additionally, I have experience in graphic design and video editing tools like Photoshop, Lightroom, Illustrator, Canva, Adobe Premiere Pro, and After Effects, which allow me to create visually appealing content for digital campaigns.

Furthermore, I am familiar with office management tools like Google Drive, Outlook, SharePoint, Microsoft Office (including Excel and PowerPoint), and Adobe PDF, which enable me to effectively communicate, collaborate, and manage documents. Attention to detail and ability to handle large datasets is an added advantage. I am humbled by my expertise in these tools and believe they can contribute to the success of your organization's positioning.



Ps

Lr

Ai

Pr

Ae



## DATABASE MANAGEMENT

---

As the Coordinator for Alumni Relations at Manav Rachna Educational Institutions, my role was centred around managing the alumni database. With a keen eye for detail, I meticulously stored, categorised, and segmented alumni data to ensure easy retrieval and accessibility. This involved creating a robust system for data storage and retrieval using tools such as Excel and Google Sheets to maintain accurate records of alumni information.

Apart from database management, I also utilised my skills in data analysis to generate valuable insights for networking opportunities. By analysing the data, I was able to identify patterns and trends that helped in identifying potential alumni networks and fostering engagement. This enabled me to strategically connect alumni with common interests or career goals, facilitating meaningful interactions and networking opportunities.

Furthermore, I leveraged the power of alumni stories to enhance brand visibility and create a sense of pride among the alumni community. I curated alumni success stories and achievements and showcased them through various communication channels, such as newsletters, social media, and alumni events. This not only helped in gaining brand visibility but also fostered a sense of community and belonging among the alumni, resulting in increased alumni engagement and participation.



6 Alumni Associations



12 Local Chapters



7 International Chapters

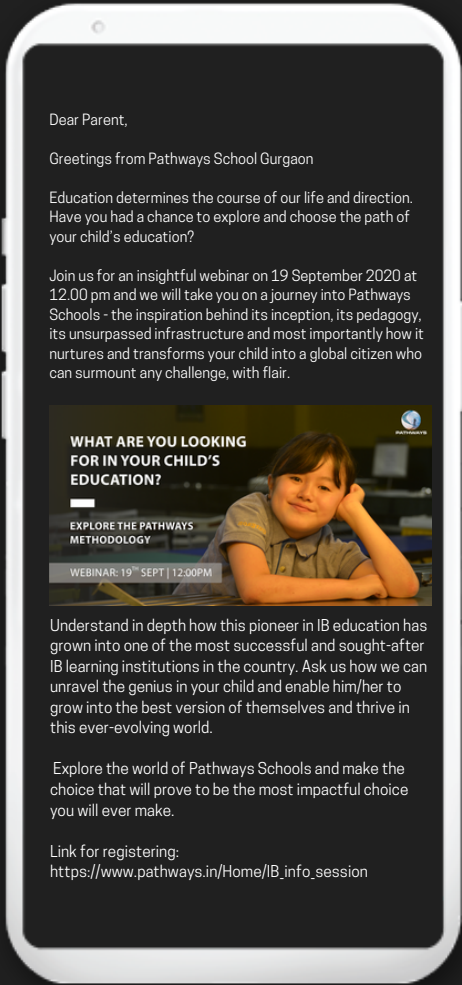


30000+ Alumni Members

# E-MAIL MARKETING

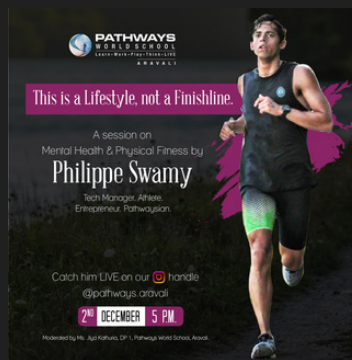
During my professional journey, I have gained extensive experience in managing end-to-end email marketing campaigns, utilizing tools such as MailChimp for creating and executing successful email marketing strategies. I have successfully handled a large volume of leads while implementing effective CRM management techniques.

I have also integrated Alumni Management and outreach and Admissions Marketing ERP Automation platforms for the Admissions department, streamlining the communication and outreach processes. My expertise in email marketing has allowed me to drive targeted campaigns, resulting in improved engagement, open rates, and click-through rates.



# GRAPHICS & DESIGN

With a rich background in BTL activities and digital marketing, I have also had the opportunity to hone my skills in graphics design during my time at Sarla Holdings Private Limited and Manav Rachna Educational Institutions. Over the years, I have created various marketing collaterals such as brochures, leaflets, flyers, magazines, and social media posts with a strong attention to detail and a deep understanding of brand tonality and guidelines. My experience in graphics design complements my overall skill set, and I strive to create visually appealing designs that effectively convey marketing messages.



**Manav Rachna**  
Our Alumni World  
The NEXT Step in Communication

With ❤️ From All of US at Manav Rachna

**Manav Rachna**

**Concise. Informative. Engaging.**

- Connects all stakeholders, Aligned with the vision of Manav Rachna
- Provides a platform for Alumni to share their experiences and achievements
- Helps Alumni to stay connected and engaged with Manav Rachna
- Provides a platform for Alumni to share their experiences and achievements
- Helps Alumni to stay connected and engaged with Manav Rachna

**Dr. Parvinder Bhatia**  
President - MRC

"We're proud of our alumni and honored to know the leaders of tomorrow."

Life is to connect, individual interaction, communication, it's the key to learning thoughts, with the concept of Alumni Association, every alumni of Manav Rachna irrespective of the department, locality or school they belong to have been brought to a single communication channel for all of their engagement needs.

**Dr. Anil Bhatia**  
Vice President - MRC

"We're very proud of our alumni and honored to know the leaders of tomorrow."

Alumni Association is the harmonizing of those who've graduated from the college. Their bond forms a rich tapestry. Here, they share the Manav Rachna Alumni associations and to support alumni with opportunities and provide direction for entrepreneurship. They will help them move through their career goals and dreams.

Manav Rachna, the Alumni Engagement Platform for all Alumni members of Manav Rachna Educational Institutions.

"Every Organization has a story to tell, this is our story!"

**Manav Rachna Alumni Association**

Website: [www.alumni.mrc.ac.in](http://www.alumni.mrc.ac.in)

Facebook: [ManavRachnaAlumniAssociation](https://www.facebook.com/ManavRachnaAlumniAssociation)

Twitter: [manava\\_rachna](https://twitter.com/manava_rachna)

Instagram: [manava\\_rachna](https://www.instagram.com/manava_rachna)

LinkedIn: [company/146077](https://www.linkedin.com/company/146077)

Phone: +91 9871818007

Ms. Shalini Rastogi: +91 9899901000

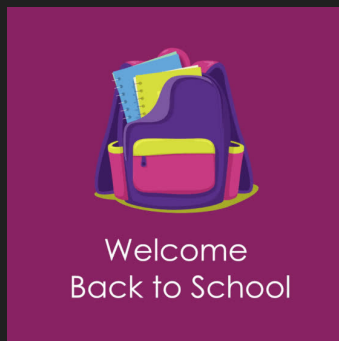
Download the Mobile Application Now!

Available on the [Google Play](https://play.google.com/store/apps/details?id=com.manav_rachna) and [App Store](https://apps.apple.com/in/app/manav-rachna-alumni-association/id146077)



## SOCIAL MEDIA

As a social media manager, I have had the privilege of creating all social media posts for the Pathways group of schools on Facebook, Instagram, LinkedIn, Twitter, and YouTube from June 2020 to February 2022. I am proud to have contributed to the school's success by delivering consistent organic growth of 17% in Facebook followers and an impressive 35% growth in LinkedIn followers. It has been a humbling experience to play a role in enhancing the school's social media presence during my tenure.



## BLOGS

As an Assistant Social Media Manager, I took on diverse responsibilities, including creating SEO-friendly blog articles, designing supporting imagery, implementing relevant themes, and managing WordPress hosting.

By employing my expertise in search engine optimisation (SEO), content creation, and web hosting, I successfully contributed to the development of engaging and optimised blog content for the portfolio. My technical proficiency in managing WordPress hosting and creating SEO-friendly articles enabled me to effectively support the digital presence and content strategy of the organisation.

Home / Thinking about Justification in TOK

Pathways School Gurgaon September 28, 2022

### Thinking about Justification in TOK

Search

#### Recent Posts

- A visit to the School by NGO, 'Prachyesta: Ek Prayas' Student Exchange Program with a PYP School in Goa
- Anoushka Jolly receives the Pradhan Mantri Rashtriya Bal Puraskar, 2023
- Extending maths provision is welcome, but it doesn't go far enough
- A Guest Speaker Session by Ms. Licypriya Kangujam, a Climate Activist

#### Recent Comments

- Auckland International College on All You Wanted To Know About IB
- Tripti Bagri on CAS project by Kindergarten students
- Alka Verma on Melancholia – A short film by our

<https://blog.pathways.in/>

Latest News A Guest Speaker Session by Ms. Licypriya Kangujam, a Climate Activist Search...

**PATHWAYS SCHOOLS**  
LEARN • WORK • PLAY • THINK • LIVE

Pathways World School, Gurgaon Pathways School Gurgaon Pathways School Noida Pathways Early Years

#### A VISIT TO THE SCHOOL BY NGO, 'PRACHYESTA:...

Pathways World School, Gurgaon March 1, 2023

As a part of the PYP Exhibition journey and their commitment towards community well-being, PYP 5 students interacted with a few students from a school run by an NGO, 'Prachyesta: Ek Prayas' on

#### STUDENT EXCHANGE PROGRAM WITH A PYP SCHOOL IN...

Pathways World School, Gurgaon February 3, 2023

Students of PYP4 and PYP5 were on an exchange program with a PYP School in Goa, Sunshine Worldwide School from the 29th of January to the 2nd Feb. This learning adventure has helped them

Search

#### Recent Posts

- A visit to the School by NGO, 'Prachyesta: Ek Prayas' Student Exchange Program with a PYP School in Goa
- Anoushka Jolly receives the Pradhan Mantri Rashtriya Bal Puraskar, 2023
- Extending maths provision is welcome, but it doesn't go far enough
- A Guest Speaker Session by Ms. Licypriya Kangujam, a Climate Activist

#### Recent Comments

- Auckland International College on All You Wanted To Know About IB



# ADVERTISING

As a digital marketing specialist at Cognizant, I have had the valuable opportunity to work with esteemed brands, delivering successful advertising campaigns on Google and Facebook. I am honoured to have consistently been recognised as the Good Performer of the Month and Client Favourite of the Month since June 2022.

It has been a humbling experience to contribute to the success of my clients' advertising efforts and receive recognition for my performance in my role as a digital marketing specialist at Cognizant.

Campaigns Estée Lauder-Collaborative Ads (Laza...)

Updated just now Discard Drafts Review and Publish ...

Search and filter 1 Mar 2022-30 Sep 2022

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: Custom Breakdown Reports

Off/On	Campaign	CPC (all)	CTR	CPM (cost per 1,000 impressions)	Purchases with shared items	Purchases conversion value for shared items only	Purchase ROAS for shared items only
<input checked="" type="checkbox"/>	EL-FY22-Lazada 6.6.CATLG	\$1.02	1.04%	\$21.16	168	\$22,860.00	2.20
<input type="checkbox"/>	EL-FY22-2_LZDSuperBrandDay2022.CATLG	\$1.05	0.76%	\$15.13	76	\$18,282.00	1.33

Campaigns Estée Lauder-Collaborative Ads (Seph...)

Updated just now Discard Drafts Review and Publish ...

Search and filter 1 Mar 2022-30 Sep 2022

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: Custom Breakdown Reports

Off/On	Campaign	CPC (all)	CTR	CPM (cost per 1,000 impressions)	Purchases with shared items	Purchases conversion value for shared items only	Purchase ROAS for shared items only
<input type="checkbox"/>	EL-FY22-5_SPS_CATLG	\$1.55	1.03%	\$34.91	81	\$13,283.20	4.41
<input checked="" type="checkbox"/>	EL-FY22-017_EL_SEPHORAWEEKENDFRENZY22.CATLG	\$0.50	1.07%	\$10.26	53	\$8,353.89	2.18

Campaigns Bobbi Brown-Collaborative Ads (Lazad...)

Updated just now Discard Drafts Review and Publish ...

Search and filter 1 Mar 2022-30 Sep 2022

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: Custom Breakdown Reports

Off/On	Campaign	CPC (all)	CTR	CPM (cost per 1,000 impressions)	Purchases with shared items	Purchases conversion value for shared items only	Purchase ROAS for shared items only
<input checked="" type="checkbox"/>	ELC-88-FY22-015-88 6.6.CATLG	\$1.09	1.19%	\$20.87	70	\$10,011.00	5.17

Campaigns

Updated just now Discard Drafts Review and Publish ...

Search and filter 1 Mar 2022-30 Sep 2022

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: Custom Breakdown Reports

Off/On	Campaign	CPC (all)	CTR	CPM (cost per 1,000 impressions)	Purchases with shared items	Purchases conversion value for shared items only	Purchase ROAS for shared items only
<input checked="" type="checkbox"/>	ELC-JML-FY22-004 Lazada 6.6 JoMalone_27.05.22-05.06.22_CPAS-Retargeting-PreSale	\$0.93	2.22%	\$36.47	37	\$4,849.00	5.29
<input checked="" type="checkbox"/>	ELC-JML-FY22-004 Lazada 6.6 JoMalone_06.06.22_CPAS-Retargeting-0day	\$0.84	1.98%	\$25.09	9	\$1,132.00	1.85

Campaigns MAC-Collaborative Ads (Lazada) (119...)

Updated just now Discard Drafts Review and Publish ...

Search and filter 1 Mar 2022-30 Sep 2022

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: Custom Breakdown Reports

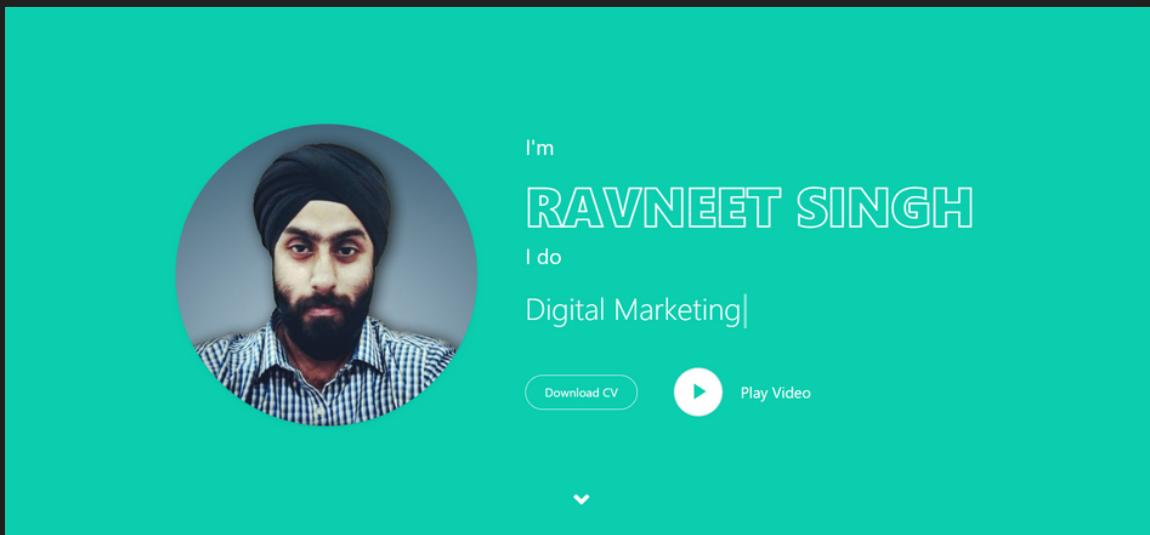
Off/On	Campaign	CPC (all)	CTR	CPM (cost per 1,000 impressions)	Purchases with shared items	Purchases conversion value for shared items...	Purchase ROAS for shared items only
<input checked="" type="checkbox"/>	ELC-MAC-FY22-24_SBD_CATLG_D0ay	\$1.25	0.58%	\$12.80	230	\$28,156.00	9.60
<input type="checkbox"/>	ELC-MAC-FY22-24_SBD_CATLG_PreSale	\$0.59	0.70%	\$7.68	78	\$8,983.00	4.12
<input checked="" type="checkbox"/>	ELC-MAC-6.6 MYS-FY22-023_CATLG_PreSale	\$0.60	1.33%	\$14.26	74	\$5,413.00	2.61
<input checked="" type="checkbox"/>	ELC-MAC-FY22-020_LAZBDAY2022_CATLG_D0AY	\$2.07	0.51%	\$19.56	144	\$15,266.00	1.61

## WEB DESIGN

As a Search Engine Optimisation (SEO) professional with experience at Sarla Holdings Private Limited and Cognizant, I have had the opportunity to gain valuable working knowledge of HTML, CSS, and JS.

During my tenure, I have successfully created a portfolio website and lead generation landing pages, showcasing my abilities in web development and SEO optimisation. I am humbled by the experience and proud to have contributed to the digital presence of the organisations I have worked with.

<https://ravneet.in/>



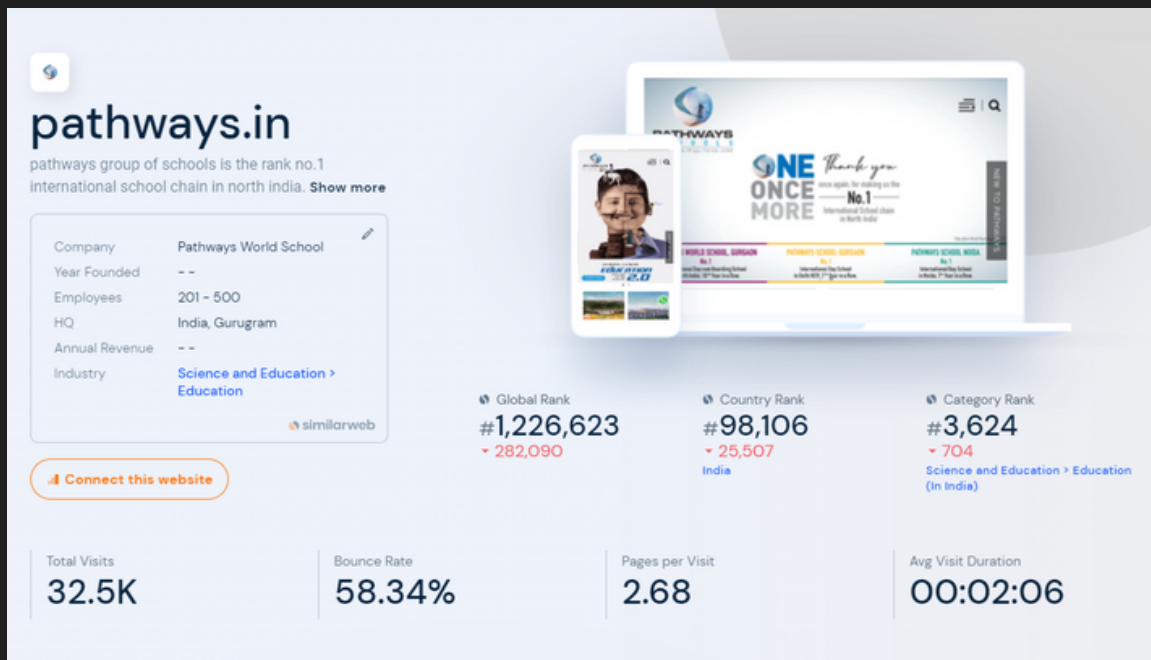
<https://www.pathways.in/worldschoolgurgaon-landing/>



## SEO & RESEARCH

During my tenure at Sarla Holdings Private Limited, I have been extensively involved in creating SEO-friendly content across various formats, including written, static, and video content. By optimising this content for social and web platforms, I have helped the company gain traction and establish thought leadership among the target audience. This has involved conducting thorough keyword research and ranking analysis to identify the most effective keywords for driving organic traffic and improving search engine rankings. Through my expertise in content optimisation and strategic keyword placement, I have been able to contribute to the company's digital marketing efforts and enhance its online visibility.

In addition to content creation, I have also been actively involved in conducting website audits to improve the user experience and optimise SEO efforts. This has involved analysing website performance, identifying areas for improvement, and implementing effective strategies to enhance website usability, navigation, and overall performance. By addressing technical issues and optimising on-page elements, I have been able to improve website rankings and enhance the overall user experience, leading to increased engagement and improved organic search results. I am proud to have been a part of the team at Sarla Holdings Private Limited.



Certified by



# THANK YOU

Looking forward to hearing from you



[rskalra12@gmail.com](mailto:rskalra12@gmail.com)



[ravneet.in](http://ravneet.in)



[linkedin.com/in/rskalra](https://www.linkedin.com/in/rskalra)