

SWATI SINGH

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Senor Digital Marketing/ Brand Positioning/ Content Creation Professional

EXECUTIVE SUMMARY

Strategic Marketing Leader with **over 6 years** of comprehensive experience in designing and executing integrated marketing strategies across digital, traditional, and experiential channels. Adept at driving brand growth, lead generation, and revenue enhancement through innovative campaigns, data-driven insights, and cross-functional collaboration.

Demonstrated expertise in leading high-impact initiatives including go-to-market strategies, content marketing, SEO/ SEM optimization, and multi-platform digital engagement. Successfully scaled and managed key digital platforms, delivering significant user acquisition and engagement growth exceeding 15,000 users.

Skilled in aligning marketing efforts with business objectives to maximize brand visibility and market penetration, while optimizing customer experience and stakeholder engagement. Proven ability to lead diverse teams, influence senior stakeholders, and foster strong client and partner relationships to deliver measurable business results.

Recognized for thought leadership contributions published in leading industry outlets, and for driving employee branding initiatives that strengthen organizational culture and employer reputation.

CORE COMPETENCIES

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| - Strategic Marketing/ Brand Management | - Go-to-Market Planning & Execution | - Content Development |
| - Digital Marketing & Social Media Strategy | - Search Engine Optimization (SEO) & SEM | - Campaign Management |
| - Data Analysis and Reporting | - Digital Advertising | - Web Analytics |
| - Multi-Channel Marketing (Digital, Print, Events) | - Cross-Functional Team Leadership | - Marketing Analytics |
| - Client & Stakeholder Relationship Management | - Employee Branding | - Market Research |
| - Platform Development & User Acquisition | - Competitive Analysis | - Event Planning & Execution |

KEY RESULT AREAS

- **Marketing & Brand Strategy:** Planned and executed marketing initiatives to enhance brand visibility, support product launches, and drive audience engagement across various platforms
- **Content & Digital Management:** Developed and managed content for digital channels, improving online presence through social media, SEO, and paid campaigns
- **Client Relationship Management:** Built, and maintained strong relationships with clients, partners, and stakeholders by delivering timely support, solutions, and effective communication
- **Sales & Lead Generation Support:** Contributed to business growth through lead generation campaigns, event coordination, and development of impactful sales materials and proposals
- **Market Research & Analysis:** Conducted research to understand market trends and customer needs, enabling data-driven decision-making and strategic planning
- **Platform Development & Management:** Built and scaled marketing-led platforms like Greenjobs, Greenstitute, and SME Portal
- **Cross-Functional Collaboration:** Coordinated with internal teams including design, sales, and operations to ensure smooth execution of marketing and client initiatives

CAREER CONTOUR

Mar 2022 – Jun 2025 with Oorjan Cleantech Pvt. Ltd., Location as AVP - Product Marketing

- Defined **go-to-market strategies** for product launches and new releases, enhancing product visibility and market adoption.
- Published thought leadership content in top-tier media outlets including Times of India and Economic Times, elevating brand authority in the renewable energy sector
- Grew social media following by **90%** through strategic content planning, editorial calendars, and engaging multimedia (blogs, graphics, and videos)
- Improved **website SEO score to 71** and achieved strong monthly impressions through well-optimized SEO and Google Ads campaigns
- Managed and scaled digital platforms:

- Greenjobs – Enabled 8,000+ job seekers
- Greenstitute – Engaged 5,000+ learners
- SME Portal – Onboarded 2,000+ businesses
- Played a vital role in directing employee branding programs for 100+ staff, enhancing internal culture and external employer brand perception
- Drove engagement and lead generation by executing targeted email marketing campaigns for both B2B and B2C segments

Feb 2020 – Feb 2022 with HNI India Pvt Ltd., Location as Sales and Marketing Executive

- Actively enhanced win rates through precise and persuasive client submissions by preparing compelling pre-qualification and proposal documentation
- Delivered a seamless customer experience by collaborating with design, CAD & factory teams to streamline project execution
- Exceeded lead generation targets by **5x through the successful planning**, and execution of high-impact corporate events
- Created detailed **BOQs, RFQs**, and customized presentations, effectively communicating value propositions to clients
- Conducted in-depth market research, identified industry trends, and customer preferences to guide strategic product placement and sales enablement

May 2019 – Jul 2019 with Godrej Properties, Location as Marketing and Sales Intern

- Generated new leads through proactive outreach via referral calls and community events, expanded customer base, and sales pipeline
- Activated, and engaged channel partners through strategic communication, resulting in a steady flow of qualified leads from partner-led initiatives
- Resolved complex customer queries via email promptly & effectively, contributing to improved customer satisfaction & trust
- Maintained accurate and well-organized customer documentation, enabling smooth follow-ups and ensuring seamless customer service processes

Feb 2017 – Nov 2017 with DSP Mutual Fund, Location as Relationship Manager

- Analysed distributor data and market trends to provide personalized fund recommendations, enhanced investment outcomes and strategy alignment
- Handled inbound, and outbound calls efficiently, delivered prompt, high-quality service and resolving client queries with professionalism
- Maintained real-time awareness of market movements, enabling timely and informed guidance to distributors and investors
- Built and nurtured strong relationships with distributors and clients through consistent, trustworthy communication, fostering long-term loyalty and repeat engagement

ACADEMIC CREDENTIALS

2023	Digital Marketing & Analytics from Indian Institute of Digital Education, Mumbai
2020	PGDM – Marketing from VESIM, Chembur
2016	BMS – Finance from Pillai College of Arts, Commerce, & Science, Panvel

CERTIFICATION

- Completed a Certification in Digital Marketing & Analytics from the Indian Institute of Digital Education (IIDE), Mumbai in August 2023

PUBLICATIONS

- **Published Author:** Contributed thought-leadership articles on renewable energy and sustainability, published in The Times of India and The Economic Times
- **GreenJobs Platform Recognition:** Led the development and marketing of Greenjobs, a solar-focused job platform, which was featured in multiple media outlets for its contribution to building a green talent ecosystem
- **Nominated for 30 Under 30 Marketer - Exchange4Media:** Recognized as a promising marketing professional and nominated for the 30 Under 30 Marketer list by Exchange4Media
- **Conference Speaker:** Participated in key industry conferences as a speaker, sharing insights on cleantech marketing, solar adoption, and platform-led engagement strategies

PERSONAL DOSSIER

Date of Birth: dd/mm/yyyy
 Languages Known: English, and Hindi