



# MAYANK SNEH

DIGITAL MARKETING MANAGER

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mayanksneh@live.com  
Paris, France

## EDUCATION

**MASTER'S IN INTERNATIONAL MANAGEMENT**  
AUDENCIA BUSINESS SCHOOL | NANTES, FRANCE  
2020

**B.TECH IN MECHANICAL ENGINEERING**  
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
2015

## SKILLS

- Digital Marketing Strategy
- Google Ads & Analytics
- ECommerce Management
- Email Marketing
- Shopify, WordPress & WooCommerce
- HubSpot CRM & Automation
- Cross-Functional Team Collaboration
- MS Office Proficiency
- Canva

## LINKS

Linkedin:  
<https://www.linkedin.com/in/mayanksneh/>

Portfolio Site:  
<https://mayanksneh.com/resume>

## LANGUAGES

- English
- French

## PERSONAL DETAILS

**Nationality**  
Indian

**Visa status**  
Work Sponsorship Needed

**Marital status**  
Married

## ACHIEVEMENTS

**430% HIKE IN REVENUE WITHIN 5 MONTHS OF JOINING THE COMPANY.**

**EXPANDED BUSINESS INTO 8 NEW EU MARKETS**

**CUSTOMER ACQUISITION FROM 76 TO 1465 IN 6 MONTHS.**

## REFERENCE

References Available Upon Request

## ABOUT ME

Experienced Digital Marketing Specialist with 4+ years in managing strategic marketing initiatives, digital campaigns, and lead generation in multiple European markets. Adept at aligning marketing strategies with business goals to drive revenue and brand awareness. Proven expertise in optimizing marketing channels, managing cross-functional teams, and utilizing automation tools (HubSpot, Google Ads) for enhanced customer engagement and lead acquisition.

## WORK EXPERIENCE

### ASSOCIATE MARKETING MANAGER

RD GLOBAL INC | AHMEDABAD, INDIA  
MAR 2024 - PRESENT

- Managed and optimized Google Ads campaigns to drive lead generation and increase ROI.
- Implemented and maintained email marketing strategies, ensuring high engagement and conversion rates.
- Utilized HubSpot CRM and automation to streamline marketing processes and enhance customer relationships.
- Conducted lead generation through paid ads and ensured email hygiene for effective communication.
- Collaborated with cross-functional teams to align marketing efforts with overall business objectives.

### GROUP DIGITAL MARKETING SPECIALIST

ROIMA INTELLIGENCE OY. | SWEDEN - REMOTE  
MAR 2023 - MAR 2024

- Executed comprehensive Digital Marketing Strategies using PPC, SEM, Social Media, and content to drive results.
- Integrated HubSpot Email Automation across the organization to enhance efficiency and engagement.
- Led integrated planning processes, optimizing budget and ROI plans with innovative digital marketing initiatives.
- Collaborated with marketing leaders and cross-functional teams to define customer objectives and performance metrics.
- Monitored digital marketing campaign performance, aligning with goals and KPIs to translate insights into strategies.
- Analyzed paid media, web traffic, and SEO data to predict trends and develop actionable insights for improvements.
- Leveraged data from various channels to anticipate trends and drive strategic campaign enhancements.
- Optimized conversion points and user funnels, proposing strategic improvements for websites and campaigns.

### SENIOR DIGITAL MARKETING CONSULTANT [CONTRACT]

MICRO ORBIT CONSULTING SERVICES | IRELAND - REMOTE  
NOV 2022 - FEB 2023

- Achieved substantial improvements in website and landing page conversions via A/B testing.
- Delivered impactful results in SEO/SEM, significantly elevating search engine rankings and visibility.
- Successfully designed and launched high-performing client websites using WordPress.

### DIGITAL MARKETING CONSULTANT | E-COMMERCE MANAGER

V.S COMPAGNIE | PARIS, FRANCE  
SEP 2021 - SEP 2022

- Designed captivating online store layouts, logos, and categories.
- Managed and guided a team of 5 for optimal performance.
- Ensured product listings met standards and clarity.
- Created e-commerce sales strategy with forecasting.
- Executed promotional campaigns for sales and inventory.
- Analyzed data to uncover customer preferences.
- Enhanced web content for SEO and SEM effectiveness.
- Leveraged Google, Facebook, and Bing Ads for growth.
- Tracked customer metrics through KPIs.
- Innovated processes for system optimization.
- Monitored competitors and product trends.
- Enhanced marketing automation through Email and HubSpot.

### DIGITAL MARKETEEER & BUSINESS DEVELOPER

HELPEXPATS | NANTES, FRANCE  
AUG 2020 - AUG 2021

- Executed successful B2B2C negotiations, demonstrating exceptional communication and relationship-building skills.
- Enhanced business reach through securing exclusive arrangements and collaboration agreements.
- Developed partner relationships, including Affiliate Partners, for B2B2C growth.
- Conducted targeted client engagement through precise market research.
- Tailored solutions to ensure high satisfaction and retention rates.
- Demonstrated adeptness in Instagram Ads, Facebook Ads, and Google Ads for growth.
- Utilized WordPress, Canva, Photoshop, and WooCommerce for site design and development.
- Integrated Email Marketing Automation for optimized outreach and engagement.

## CORE COMPETENCIES

- Strategic Marketing Planning
- Digital Marketing & Lead Generation
- Content Creation & Management
- Budget & ROI Optimization
- Team Leadership & Development
- SEO, SEM & PPC Expertise
- Event & Trade Show Management
- E-Commerce Management (WooCommerce, WordPress)
- Marketing Automation (HubSpot, Email Marketing)