

ALIVIA BISWAS

MARKETING MANAGER



JOB OBJECTIVE

Visionary, strategist and achiever with consistent record of championing organization values & vision and overcoming challenges, targeting for senior level assignments in Marketing, Brand Positioning & Communication, CRM, New Product Launch and Strategy Planning with a reputed organization



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PROFILE SUMMARY

- Achievement-driven professional, **offering over 9 years of experience** in delivering high impact in Brand & Performance Campaigns, large-scale Events & Exhibition Management, Lead Generation, Lead Engagement & Nurture, Brand communication/Positioning, Student Counseling, and Customer Relationship Management in the Education sector.
- Currently leading as a **Marketing Manager, focusing on Product Marketing, Admission Campaigns, and Student Enrolment** for a Miami Ad School. Proficient in setting up and handling CRM, analyzing data, and providing feedback on lead/application quality to optimize campaigns. Skilled in setting up intent-based automations/user journeys to nurture leads, enhancing lead engagement and conversion rates.
- Spearheading **marketing & branding activities**, formulating & implementing strategies, steering business development activities and acquiring new markets with expertise in understanding customer life cycle management
- Successfully **organized workshops at Miami** with the primary objective of building brand awareness for a recently launched campus, played a pivotal role in executing **social media campaigns and engaging potential leads through email, SMS, etc.**
- Achieved a significant on-site attendance of **40 to 45% from registered leads**; ensured an **impressive 8% conversion rate** for the boot camp program introduced at Miami Institute, Bangalore.
- Proficient in optimizing campaigns across various channels, effectively generating high-quality leads that have contributed to an overall **lead quality and conversion improvement of 10 to 12%** at Manipal Global Educational Services, Bangalore.
- Proficient in **developing, implementing and executing marketing initiatives & activities** for assigned brands including campaigns (print, web, social media, broadcast and so on), events, corporate responsibility programs and sponsorships
- Successful in **enhancing the organization's visibility and search position** as well as building its brand by placing strong and relevant content on social networking websites such as **Facebook, Twitter and so on**
- Comprehensive knowledge of **managing end-to-end product life cycle** from identification of customers' requirements, product development & launch, post launch metrics to risk analysis in sync with guidelines & norms
- Skilled in **maintaining cordial relationship with customers** from bottom to top-level and ensuring quality & service norms for attaining high customer satisfaction & business retention



EDUCATION

2014

MBA (HR & Marketing)

Sikkim Manipal Institute of Technology, Sikkim Manipal University (2014)

2011

BBA

Academy of Professional Excellence, Kolkata, Sikkim Manipal University



CAREER TIMELINE

Trainee Coordinator



2011-12

2014-24



Manager Marketing

Manager- Marketing
& Admissions



Since 2023



COMPETENCIES



Strategic
Marketing &
Planning



Digital Campaign
Management



Customer
Relationship
Management



Content Development /
Management



Branding &
Product
Activation &
Positioning



Global Event
Management & New
Product Launches



OTHER SKILLS

Strategic Planning & Execution

Cross-functional Coordination

Student Counselling

Stakeholder Management

Budgeting & Logistics

Team Management & Leadership



IT SKILLS

Proficient in **Adobe and WordPress** for website management and content creation.



WORK EXPERIENCE

Manager- Marketing & Admissions

Miami Ad School of Ideas, Bangalore

Since Aug'23

Key Result Areas:

- Formulating sales plans and strategies to foster business development through the establishment of institutional relationships in alignment with predefined target student profiles.
- Accomplishing outreach targets by connecting with the agreed-upon number of prospective students through institutional relationships and outreach initiatives.
- Monitoring various Digital Marketing campaigns to ensure a consistent lead flow, meeting targets for the Bangalore center.
- Collaborating closely and effectively managing relationships with all vendors involved in lead generation or marketing activities.
- Working towards achieving a quarterly target for Portfolio & Boot camp Programs in Bengaluru & Mumbai Campuses.
- Conducting in-depth student guidance and consultative career counseling sessions at the application stage to successfully secure admissions.

Senior Manager – Group Investment & Strategy

Manipal Global Educational Services, Bangalore

Jun'14-Aug'23

Growth Path/ Deputation:

- | | |
|-------------------------------|---------------|
| • Senior Executive | Jan'15-Jun'17 |
| • Assistant Manager Marketing | Jun'17-Mar'21 |
| • Deputy Manager Marketing | Apr'21-May'22 |
| • Manager Marketing | May'22-Aug'23 |

Key Result Areas:

- 7 Strategizing, establishing & managing brands through marketing communications and customer-centric marketing campaigns.
- Conducting market research on & developing on the right brand messaging to acquire new businesses.
- Supervising the development of brand positioning in target audience and effective impactful marketing through innovative means; aiming at consolidating, reiterating and protecting organization's global reputation
- Formulating effective social media strategies such as Facebook, leading social media platforms, engaging audience innovatively and managing negative opinions online
- Working closely with product teams & key stakeholders from product development stage to product launches and further marketing & lead generation which includes negotiating costs, planning annual marketing activities, and budget planning, thereby aiming at understanding the right messages and marketing themes to embrace
- Administering key internal & external stakeholder management for most effective marketing engagements- KOLs management, media, PR and senior management for developing integrated marketing campaigns and communication
- Leading a team involving setting objectives, performance reviewing, recruitment, communication, training team members and performance appraisals overseeing end-to-end execution of Communication Campaigns- Product Marketing, Admission Campaigns, Student Enrolment for a prominent university website & encompassing Brand Tracking and assessing Return on Investment (ROI) to evaluate marketing strategy effectiveness.
- Analyzing website content and implementing necessary changes, with a focus on optimizing the Online Application Form.
- Developing 'landing pages' for online marketing campaigns using Adobe CQ and Instapage.
- Conceptualizing communication strategies to address challenges throughout the product lifecycle and creating quarterly communication plans for both Above-the-Line (ATL) and Below-the-Line (BTL) activities.

Events Managed:

- Lead the organization and implementation of extensive conferences and career counseling events, overseeing logistical arrangements, liaising with vendors, and addressing on-site challenges.
- Coordinate all facets of events, from budgeting and venue selection to catering, audiovisual needs, and on-site logistics.
- Collaborate with clients to grasp their goals and objectives, guaranteeing seamless event experiences that surpass expectations.
- Supervise a team of event coordinators and vendors to ensure events are executed successfully within specified timeframes and budgetary limits.



Previous Experience

Trainee Coordinator

Aakash Educational Services Ltd., Bangalore

Nov'11-May'12



Notable Accomplishments Across The Career

- Orchestrated the success of the "**Destination Manipal Career Counselling Fair**" for five consecutive years, ensuring an average footfall of **300 per location** and achieving an impressive **31% conversion** to application.
- Contributed to a **5% increase** in leads generation and conversion.
- Represented **Manipal University at FICCI**, showcasing commitment to institutional representation and engagement.
- Collaborated with the international university of Manipal to optimize the website, resulting in a significant improvement in program rankings, catapulting from the **11th to the 2nd position**.
- Spearheaded keyword and website optimization efforts, elevating the **present rank to 15th** from the previous position of **50th**.
- Successfully **attracted 194 monthly** organic visitors to the MBBS page of Manipal International Website, previously experiencing negligible traffic.
- Played a pivotal role in developing highly effective landing pages for lead generation through digital campaigns, **contributing to a 15% increase** in form fills compared to the previous year.
- Developed compelling content for emailers, **leading to a month-wise 12% increase** in open and click rates, enhancing the conversion from lead to applicant.
- Demonstrated **strong analytical skills** by examining situations and forecasting manpower requirements, contributing to the reduction of unnecessary project costs.



PERSONAL DETAILS

Languages Known: English, Hindi, Bengali

Date of Birth: 15th June, 1989