

Danish Arab

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📅 25-May-2000
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🎯 Summary

Experience in Marketing Analyst with 2 years of experience in leveraging data-driven insights to optimize marketing strategies and drive business growth. Skilled in conducting market research, analyzing consumer behaviour, and evaluating the effectiveness of digital and traditional marketing campaigns. Proficient in using advanced analytical tools and techniques to identify trends, forecast outcomes, and provide actionable recommendations. Strong communicator with the ability to translate complex data into clear, strategic insights for cross-functional teams and senior leadership. Adapt at working in fast-paced environments.

📁 Experience

Amul comfy macho sporto	Nov 2024 - Present (0 Years,4 Months)
SR marketing specialist	
Skills used are.	
1. Adds specialist	
2. Excel	
3. Vendor management	
4. Branding and promotional activities.	
5. Report making	
6. Analysing the marketing trends	

Marketing Assistant

- **Customer Engagement & Requirement Analysis:** Engaged with potential clients to understand their business needs and challenges, conducted detailed requirement analysis, and proposed tailored solutions aligning with organizational capabilities.
- **Technical Expertise & Support:** Provided technical consultation during sales cycles, collaborated with sales teams to strategise on client engagements, and addressed any technical concerns or objections raised by clients.
- **Proposal Development:** Assisted in the creation of detailed proposals, and other sales documents to articulate the value proposition, technical details, and benefits of the proposed solution.
- **Market & Competitor Analysis:** Conducted competitive analysis and market research to understand industry trends, competitor offerings, and identify potential opportunities for differentiation.
- **Cross-Functional Collaboration:** Worked closely with product management, engineering, and marketing teams to align client requirements with product offerings and ensure seamless delivery of proposed solutions.
- **Customer Relationship Management:** Built and maintained strong relationships with clients, understanding their evolving needs and ensuring customer satisfaction throughout the sales process.
- Played a key role in achieving a 25% increase in sales revenue by effectively aligning client needs with product capabilities during pre-sales engagements.
- Collaborated with the sales team to meet and exceed quarterly targets, contributing to a 30% growth in client base.
- Developed proof-of-concept (PoC) presentations that led to a 15% higher client conversion rate by effectively demonstrating product value.

Marketing Assistant

- Experience in Marketing Analyst in developing and implementing successful search marketing campaigns.
- Demonstrated ability to optimize and drive traffic to websites through effective keyword research, bidding strategies, and ad placements.
- Proficient in utilizing Google Ads, Bing Ads, and other search engine marketing platforms to drive conversions and improve ROI.
- Strong analytical skills and a passion for staying current with industry trends and best practices.
- Looking to leverage my skills and experience to help organizations achieve their digital marketing goals.
- Improved email marketing click-through rates by 25% through segmentation and targeted content, leading to a 10% increase in
- Contributed to achieving a 30% increase in annual sales by delivering technical presentations that resonated with client needs.
- Conducted market research that identified new market opportunities, resulting in a 30% increase in market penetration.

 Bachelors of
Business
AdministrationKarnataka Arts And Science
College

Jan 2019 - Oct 2022

Bachelor of Business Administration
69 Skills

Data Analysis & Interpretation

Statistical Analysis

Data Visualization

Critical Thinking

Attention to Detail

Attention to Detail

Project Management

Communication

Decision making

Problem-solving

Team building

 Languages

Hindi

Kannada

English



Projects

Survey on confectionery drive in MSL outlets in hubli” at ITC Limited.
Completed my internship project in ITC Limited.



Interest

- Cricket
- Basketball
- Learning new tools

① passport number - C3674470 valid upto- 20/10/2034