

Sony Battina

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Dynamic and results-oriented Marketing professional with 4.5 years of experience driving growth and brand awareness and a proven track record of developing and executing innovative marketing campaigns while driving business growth. Ability to create compelling client-facing materials that differentiate and attract new clients. Possess strong analytical skills and strategic mindset to identify opportunities, and optimize marketing efforts. Strong creative and analytical skills. Team player with an eye for detail. Working in a dynamic startup environment has sculpted me into a versatile marketing professional capable of handling various responsibilities.

Experience

OCT 2023 – PRESENT

Marketing Associate | Procucev | Bangalore

- Drove 30% lead generation and 25% revenue growth within a year through comprehensive marketing strategies aligned with company goals.
- Created and executed plans aligned with business goals to drive acquisition by leveraging the Marketing Business Plan and targeting new clients effectively.
- Developed robust market insights and audience understanding to inform product strategies and align them with business objectives for new client acquisition.
- Creating and curating high-quality content, including blog posts, articles, and email campaigns.
- Led cross-functional teams in executing marketing campaigns across digital (Social media-LinkedIn, Meta, and Twitter) and traditional channels (email, demos, conferences), optimizing them based on key performance metrics.
- Analyzed key performance metrics and provided actionable insights to optimize marketing campaigns and improve overall effectiveness.
- Collaborated with sales and product teams to develop targeted messaging and positioning strategies for new offerings according to clientele Presentations to clients and go to strategy building along with conversions
- Responsible for end-to-end product marketing, developing strategy for branding, promoting and also conversions-Giving product demos
- Building and maintaining strong relationships with internal and external stakeholders.
- Planning, organizing, and executing successful marketing events and webinars. Also attending events and conferences for network building and PR.

APR 2022-JULY 2023

Consultant | Talendroid | Bangalore

- Drove 50% lead generation and 30% revenue growth within a year through comprehensive marketing strategies aligned with company goals.
- Conducted market segmentation analysis to target specific customer segments and optimize marketing messaging. Oversaw the development of marketing collateral, including brochures, presentations, and website content. Collaborated with internal stakeholders to define marketing goals and objectives aligned with overall business strategy. Monitored and reported on key performance metrics to assess the effectiveness of marketing campaigns and drive continuous improvement

- Identify, target, and engage with potential clients from Fortune 100 companies. Build and maintain strong relationships with clients, acting as their primary point of contact.
- Collaborate with technical teams to understand client requirements, develop project proposals, and negotiate contracts.
- Coordinate with internal and external stakeholders to ensure project alignment and satisfaction.
- Monitor client satisfaction levels, address concerns, and provide proactive support throughout the project lifecycle.
- Participate in marketing activities, attend industry events, and represent the company at webinars to generate leads and build brand awareness.
- Conduct market research to identify industry trends, competitor activities, and potential opportunities for growth.

OCT 2021-APR 2022

Account Manager | Cognizant | Bangalore

- Managing and optimizing ad campaigns across various online platforms, with a focus on search engine marketing (SEM).
- Conduct market research to identify industry trends, competitor activities, and potential opportunities for growth.
- Analyze campaign performance, identifying areas for improvement, and implementing strategies to increase efficiency and drive high renewal rates.
- Collaborating with cross-functional teams to achieve shared goals.
- Keeping regular track of defect metrics using Excel and ensure a timely nudge to advertiser for course-correction.

JUN 2021-SEP 2021

AR Associate | Omega Health Care

- Providing Customer Service to patients and insurance payers
- Analyzing rejected or denied claims and understanding the reasons for rejection
- Meeting the client's productivity targets within the stipulated time
- Preparing and maintaining status reports

FEB 2020 - MAR 2021

Sales and Marketing Executive | Prograd | Bangalore

- Successfully managed the entire sales cycle from lead generation to closing deals
- Used LinkedIn as main channel of lead generation and created content, campaigns, direct connect, referrals, Network building etc. for lead generation.
- Created and customized marketing materials, such as brochures, case studies, and whitepapers, to support the sales process.
- Developed and delivered compelling sales presentations to showcase the value proposition of the company's training programs.
- Actively participated in industry events, conferences, and webinars to build relationships and generate leads.
- Conducted targeted cold calling and email campaigns to generate new leads and schedule meetings.
- Proactively identified and targeted potential clients within the corporate sector, leveraging industry knowledge and networking to build a robust pipeline.
- Developed and maintained strong relationships with corporate clients, ensuring long-term customer satisfaction and repeat business.

- Planning, organizing, and executing successful marketing events and webinars. Also attending events and conferences for network building and PR.
- Building and maintaining strong relationships with internal and external stakeholders and being the point of contact.

Skills

Strategic Planning and Execution | Market Research and Analysis | Partnership building | Data Analytics and Insights | Cross-functional Collaboration | Brand Management and Positioning | B2B marketing | Content writing | Social Media Management | Brand Awareness | Go-To-Market Strategy Building | Product Marketing | LinkedIn Ads | Bing Ads | Canva | WordPress content | Website Content Development | Product Demos | Stakeholder Management | Microsoft PowerPoint | Excel | Communication skills | Presentation skills

Education

BTech CSE | Hindustan University | Bangalore | 2015-19 | 7.8CGPA

MBA-Marketing | ICFAI Business School | 2019-dis

12th | Sri Chaitanya Junior College | Vijayawada | 2013-15 | 95.3%

10th | Dr. KKR Gowtham International School | Vijayawada | 2012-2013 | 10 CGPA

Certifications

- Business Analysis, Edyoda digital university | 2021
- Content Writing, Hustle post academy | 2019

Volunteer Experience

- Member of Justice and Hope NGO-Art therapy, teaching etc.
- Community service coordinator-Rotaract club, IBS, Bangalore
- Conducted blood donation camps- NSS HITS, Chennai
- Member-Rotaract Hits, Chennai.

Languages

English | Telugu | Hindi | French – Beginner

Hobbies

Dance | Writing | Photography | Travelling | Content Creation | Cooking | Sewing and Painting