

Ankur Upadhyay



Assistant General Manager

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SUMMARY

Strategic and visionary marketing leader with over 11+ years of experience in driving Brand Growth and Customer Engagement. Expertise in developing and executing comprehensive marketing plans, managing budgets, and enhancing brand visibility. Adept at building relationships with media and stakeholders, analyzing market trends, and leading cross-functional teams to achieve business objectives. Proven track record in the Consumer Internet sector with a focus on increasing brand awareness and engagement.

KEY SKILLS

- Strategic Marketing Planning • Optimize Campaigns • Continuous inspection • Automated Marketing Initiatives • Brand Management
 - Leadership & Team Management • Prioritize Marketing Projects • Marketing Metrics • Leverage data-based • KPIs • Brand Awareness
 - Analyze Data • Brand Perception • Identifying Target Audiences • Drive Improvements • Refine Strategies • Communication Strategies
- Technical Skills: SEMrush, Google Data Studio, WordPress, Google Analytics, AdWords, Google Search Console, Hootsuite, HubSpot, Sprout Social, CRM System, MS Office.*

EDUCATION

PGDM Degree in Business Administration | Concentration in Marketing Jul '11 - May '13
Sinhgad Business School, Pune University Pune

- MBA in Marketing Management
- Relevant Coursework:
 - Principles of Marketing | Spreadsheets and Databases | Advertising Management | Sales Fundamentals
 - Consumer Behavior | Marketing Research | Business Management | Marketing Management

PROFESSIONAL EXPERIENCE

Assistant General Manager - PropTech Oct '23 - Present
DB Corp Ltd (Dainik Bhaskar Group) Delhi

- Formulated and executed marketing strategies leading to a twofold increase in brand visibility and revenue, driven by **impactful social media campaigns and SEO optimization**
- Exceeded key objectives by strategically managing marketing budgets to achieve a remarkable **200% increase in ROI**
- **Built and maintained media relationships through creative PR campaigns, enhancing brand reputation.**
- **Monitored and improved marketing campaigns, achieving a 40% increase in overall effectiveness.**
- **Conducted market analysis to identify and capitalize on growth opportunities.**

Assistant Vice President - Technology May '23 - Oct '23
Anarock Property Consultants Pvt Ltd Pune

- **Led the creation and execution of marketing strategies using data analysis and AI/ML technologies to drive a 30% increase in sales.**
- Aligned marketing budgets with company objectives to drive a **100% surge in ROI**, doubling the return on investment
- Elevated brand visibility by 20%, expanded market reach by 30%, and **enhanced stakeholder relationships by 25%** through robust connections with key media and stakeholders
- **Utilized data visualization tools to provide actionable insights and support strategic decision-making.**

Market Head - Projects Oct '21 - May '23
4B Networks Pvt Ltd (Broker Networks Pvt Ltd) Pune

- **Directed marketing and operational strategies, achieving a 30% increase in productivity and enhanced market positioning.**
- Drove a 30% increase in productivity by implementing **best practices in marketing operations**, leveraging marketing automation software for enhanced efficiency
- **Provided leadership to a diverse team, setting clear goals and supporting professional development.**

Team Manager- Enterprise	Nov '17 - Oct '21
REA India (Housing.com)	Pune
<ul style="list-style-type: none">Led marketing initiatives resulting in a 30% increase in sales revenue and 50% growth in market share.Optimized CRM systems and marketing strategies to drive a 20% boost in sales and improve team performance.Leveraged market research and analysis findings to inform strategic marketing decisions, resulting in a substantial 30% market share growth	Dec '15 - Jul '17
Deputy Sales Manager - Enterprise	
Quikr India Pvt Ltd	Pune
<ul style="list-style-type: none">Implemented targeted marketing strategies, resulting in a 30% increase in revenue.Identified sales growth opportunities and developed revenue model through a comprehensive SWOT analysis report using Excel, CRM software, and the SWOT Analysis Framework, leading to a 30% increase in revenue.Coordinated between sales & operations team to ensure smooth delivery of services.Awarded FABstar for exceptional revenue generation performance, demonstrating strong results in marketing execution.	
Community Manager - Enterprise	May '13 - Oct '15
REA India (Housing.com)	Pune
<ul style="list-style-type: none">Achieved a 20% increase in sales and expanded market share through strategic client engagement and data-driven forecasting.Analyzed market trends, insights, and regulatory updates using Excel, leading to a 20% increase in market share and identification of new opportunities.Implemented data-driven forecasting methods such as regression analysis and integrated advanced data visualization techniques to optimize sales planning processes.	

CERTIFICATION

- Digital Marketing Certification | MICA Institute The School of Idea's | March'24
- Apple Search Ads Certified | Apple | July'24
- Google Ads Certified | Google | July'24
- Investigating Journalism | DB Corp Ltd | May'24