

ARUNIMA SINGH
TOP MANAGEMENT PROFESSIONAL- 24+ years of experience
Strategic Planning & Leadership | Digital Marketing & Advertising | Corporate Communication
Location Preference: Mumbai

Profile Summary

I am a Digital Transformation specialist with over two decades of experience in handling end-to-end brand building campaigns & complete marketing funnel operations.

I have handled 50+ brands & many award-winning campaigns & have also multiplied digital revenues by 4X at least.

Top-ranked professional who has successfully driven **digital media planning**, brand management, campaigns & promotions functions, established consistent & appropriate business practices, delivered highest customer satisfaction consistently with focus on quality and content of the work. Gained diverse experience across multiple regions and drove business development activities by analyzing clients' business, challenges, opportunities and competitive & industry context and establishing healthy & prolonged business relations with key accounts, thereby ensuring higher market share.

Delivered significant impact in clients' business by conceptualizing effective plans for client's business through website build & maintenance, reputation management, SMM/ SEO, content management, media strategies, asset development and so on. Achieved success in developing and implementing strategies and activities resulting in new client win & significant coverage, exposure and awareness.

Developed **winning comprehensive marketing communication plans** including complete campaign planning across media, communication strategy (concepts & research) and creative development process. Streamlined media planning processes, defined continuous improvement processes, accelerated employees' strengths and built powerful teams.

Team based management style coupled with zeal to drive vision into reality; **drove marketing planning, formulated policies** while defining goals and KPIs in alignment with organizational objectives.

Core Competencies

~ Strategic Planning & Leadership	~ Business Expansion & Growth	~ Business Partnership & Collaboration
~ Reputation Management	~ Content Strategy & Design	~ Social Media & Community Mgmt.
~ Brand Promotion & Management	~ Creative Campaign Management	~ Client Engagement
~ ROI & Revenue Expansion	~ SEO & Website Management	~ Team Building & Training

Professional Experience

Currently working with Asymmetrique as Chief Operating Officer

Feb 2023-Oct 2023: OLIVER Agency as Head & Global Business Director – Google & YouTube IND & SEAPAC

January 2021-Feb 2023: Havas Worldwide as Vice President.

November 2019-Sept 2019: Social Beat, Mumbai as Executive Vice President; spearheading Mumbai P&L.

May 2018-Oct 2019: Wunderman Thompson (WPP), Mumbai as Business Director; spearheading digital marketing functions with focus on large format accounts like Kellogg's, Colgate, Flipkart, HSBC, FedEx, Kaya Youth, etc.

April 2015-May 2018: Adfactors PR, Mumbai as Sr. Account Director

Led entire gamut of media planning, brand management, campaigns & promotions for varied clients across multiple functions in collaboration with **Creative Director and Strategy Head**. Reviewing and interpreting the competition and market information to fine-tune the marketing strategies. Steered digital marketing with focus on rapidly and considerably improving online B2B generation and directing marketing programs across various media including paid search, display, content, retargeting, organic search and social media. Established a healthy business relationship with clients with focus on augmenting client satisfaction. Providing direction, motivation to the team, ensuring optimum performance for all issues; imbuing a sense of discipline & team work within the workforce for effective and smooth functioning of operations.

Highlights:

- Conceptualized & managed all digital marketing campaigns and instituted innovative customer acquisition and branding opportunities; drove customer advocacy process, including customer testimonials and case studies
- Overhauled Digital and Social Media strategy for major client including Indian School of Business, Goa Tourism, Welingkar Institute of Management, CIMA, Country Club, V V Mineral, Essar Oil, K K Mills, Infosys, Vodafone, Times Network, Ramakrishna Race Performance Management, Maritime India Summit, BRICS Conclave, Welspun, Warmond, Cox & Kings, Krishnapatnam Port, Happening Haryana Global Investors Summit, Jharkhand Global Investors Summit, COAI and so on

November 2014 – April 2015: Digital Law & Kenneth, Mumbai as Group Head-Client Servicing

Built strategic business plans in collaboration with the management by understanding the clients' business, challenges, opportunities and competitive & industry context. Delivered out-of-the-box ideas & suggestions to acquire new business through strategic plans and pitches. Enhanced the value of the business by interacting with the clients at regular intervals.

Highlights:

- Became the lead-to-go person to communicate with client
- Managed brands like Parle (Parle products Website, Future Genius Website, Parle G, Marie, Kismi, Melody, Simply Good), HCC Website, Lavassa Website, Godrej Properties Website, Godrej Interio Digital Platforms, Marsap Website, Muthoot, Kalpataru, Pidlite, Birla Liva, Nerolac

June 2011 – October 2014: Social Wavelength, Mumbai as Senior Account Manager

Successfully conceptualized, planned and rolled out the social marketing initiatives for the brand entailing media strategies, asset development, brand awareness and promotion campaigns. Established the business process and ensured timely delivery of the projects in hand by driving KPIs & KRAs at an organizational level.

Highlight:

- Strategically acquired & delivered business support to Magma Fincorp, Kotak Mahindra Bank, Force Motors, Dr. Batra's, Manipal University, Piramal, Lawrence & Mayo, Skyscape, HUL Alumni, MedRC, Intel, SHRM, TASC, V Serv & so on

June 2007 – December 2010: Eureka Outsourcing Solutions Pvt. Ltd., Mumbai as Deputy Manager- Business Development

Delivered end-to-end solutions on acquiring new sub-process, growing the existing processes and managing the process operationally with a team of 150 people including Team Leaders, Project Leaders and Process Managers. Formulated standard operating procedures, business process manual, operations manual and service level agreement (SLA) for the business. Spearheaded the overall functioning of the business to maximize client satisfaction.

Highlight:

- Developed business & clients including ICICI Prudential, Emerson, Pizza Hut, Xerox, ICICI Lombard, Johnson Control, Kellogg's, Kotak Mahindra Life Insurance, Bharti AXA Insurance Limited, Camlin Limited, Tata AIG Life Insurance Company Limited, Eicher Motors, Godrej Appliances, Hicare, Tata Mutual Fund, Royal Sundaram & so on

Previous Experience

June 2006 – June 2007: ICICI Bank Ltd., Mumbai as Senior Asset Servicing Officer- Loans & Investments Division

Spearheaded the resolution of customer escalations within defined parameters for retail banking products. Organized trainings, monitored calls, followed up for escalated cases and successfully reduced the AHT (Average Holding Time). Suggested the Business Development Team (BDU) for better economic and time saving processes.

September 2003 – December 2004: Acme Health Care Products, Thane, Mumbai as Manager-Marketing

Developed business basis requirements of major clients including Hindustan Lever, Oriflame and Modicare & Wipro. Successfully led the sales promotion & marketing of existing product and strategically planned for the launch of new in-house products.

June 2000 – August 2003: Sobhagya Advertising Services, Mumbai as Senior Account Executive

Successfully led business development & client servicing functions for major corporates including Hindustan Petroleum Corporation Ltd. (HPCL), Small Industrial Development Bank of India (SIDBI), ICICI Ltd., HSBC, Chambal Fertilizers, Zuari Chemical & Fertilizers of VSNL and Andhra Bank by performing media planning, press advertising, financial advertising and so on.

July 1998 – June 2000: Helpage India, Mumbai as Executive – Resource Mobilization

Played a key role in concept selling, event management, strategy planning and media & public interaction. Organized seminars, meetings and presentations for well-known corporate houses to arrange finances as well as sponsorships for various projects of the organization.

Part-time Experience

July 2005 – May 2006: Institute of Management and Computer Studies, Mumbai as Visiting Faculty

Delivered lectures on Retail Management, Organizational Behaviour, Marketing Research and Marketing Tools for Operations Research.

Academic Details

- 1998** Masters in Corporate Management (MCM) from Institute of Finance & Management, University of Lucknow with 75%
1996 B.Sc. (Physics Hons.) from Miranda House, Delhi University with 73%

Certification:

- Certificate Course in French from Delhi University

Other Credentials

Advisory & Other Roles:

- Advisory Council Member and Jury at DMA Asia 2017, 2018 & 2019
- Advisory board member with SEE TALKS & CRISP
- Jury at TalenTrack Awards 2019,2020
- Jury at SEAC Singapore Customer Engagement Forum & Awards 2019
- Director Public Relations at Rotary Club of Hiranandani Estate
- Chairman Branding & Business, Mumbai Chapter by ALL(All Ladies League),2020

Awards :

- Social Media Influencer Award in DMA Asia 2017, Singapore Chapter
- Distinguished Digital leader Award by XIME University Chennai,2018
- Distinguished Digital leader Award by Karunya University Coimbatore,2018
- #SuperWomen2019 Award by Social Samosa
- Exemplary Leadership Award in Digital Marketing by Jain University and GWFM,2019
- Women Achiever Award 2019 for Distinct Work in Digital Marketing & PR by Indian Conventions
- Exceptional Women of Excellence by Women Economic Forum 2019 <https://www.wef.org.in/arunima-singh/>
- Appreciated under 51 Most Successful Female Entrepreneurs of India & featured in the book (<https://www.portrait-business-woman.com/2019/10/arunima-singh.html>) <https://youtu.be/sYpVIOU3fFY>
- Women Super Achiever Award by World Women Leadership Congress 2020
- Branch Head of the year by AdGully at Women Disruptors Award in 2020

Google Drive Link: Achievements Folder

https://drive.google.com/drive/u/2/folders/1hkAZOx3PfXifuUu_U_SO4klHh9cgo7GH

