# D:\Personal\Adwords_Qualified.jpgPankaj Munjal

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**PROFESSIONAL SUMMARY**

Innovative, intuitive digital marketing and communications executive with 11+ years of experience in B2C and B2B digital, social, and mobile marketing, branding, eCommerce, digital customer relationship management, content development, and general market strategies in support of CPG, media, financial, and dot com industries. A diverse--category executive and digital strategist with the ability to drive branding missions that deliver market leadership, rapid growth, measurable results, and strong ROI.

**CORE COMPETENCIES**

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| --- | --- | --- |
| * Digital Marketing Generalist | * eCommerce Strategy & Execution | * eCRM |
| * 3600 Integrated Campaigns | * Internet Marketing/SEO/SEM | * Branding Strategy |
| * Competitive Analysis | * Market Research | * User Experience |
| * Website Performance Analysis | * Content Management Systems | * Email Marketing |
| * IVRS Integration | * Web Design | * Web Project Management |

**DIGITAL MARKETING ANALYSIS & TRACKING**

|  |  |  |
| --- | --- | --- |
| * Google Analytics | * Google Adwords | * Keyword Planner |
| * Google Webmaster Tools | * Bing Webmaster Tools | * Webtrends |
| * SEO Power Suite | * Rank Tracker |  |

**SOCIAL MEDIA SITES & TOOLS**

|  |  |  |
| --- | --- | --- |
| * Twitter | * Facebook | * LinkedIn |
| * Google+ | * YouTube | * Pinterest |
| * Instagram | * Flickr | * Facebook Ads |
| * Sponsored Tweets |  |  |

**KEY PROJECTS**

* Launch of **“eiidirect.com”,** INDIA’s largest education portal.
* Consulting in launching a eCommerce 2nd largest marketplace for Europe (Finland) with 17000+ vendors
* **Mapping the Neighbourhood’** (supported by Department of Science and Technology, Government of India, and implemented by CSDMS, India) involved the community to generate geo-spatial data of their locality through the preparation of neighbourhood maps with the help of mobile mapping technique.
* Development and Implementation of customized LMS for managing training and educational records to software for distributing online courses deployed at **AIRTEL, IBM and MICROSOFT**
* Also having International exposure for over 2 years with various clients like **Research In Motion** (Blackberry Manufacturer), **MAERSK LINE, THAMES WATER** in US, NA And UK
* Have been covered by **National News Channel** IBN7

**PROFESSIONAL EXPERIENCE**

**DOT Software Solutions Private Limited May-2012 to Present**

**Director - eCommerce**

Reporting to North American Zone President and Global SVP Corporate Communications, hired as the first global social media leader and digital marketing subject matter expert (SME) implementing global and North American digital, eCommerce, and eCRM strategy, innovation, governance, and solutions into Company brand and communications marketing and sales plans. Managed a team of 7 reports

**Project Manager:**

* Manage 11+ high profile accounts from start-ups to national and international brands.
* Steer strategy and interface with multiple departments ensuring timely execution of SEO, Social Media and Reputation Management campaigns and initiatives.
* Ensure campaigns consistently stay within budget and appropriate resources are allocated.
* Supervise campaign deliverables and production team members. Inspect all deliverables and assets for quality assurance.

**Strategist:**

* Develop SEO and social media strategies and tactical plans on an ongoing/as needed basis focused on client’s goals and objectives. Adjusted goals and objectives as necessary
* Review strategies with client so they understand the recommendations and campaigns thoroughly.

**Consultant:**

* Educate and advise client on recommended marketing initiatives and regularly keep them updated on new developments or marketing opportunities in their niche.
* Respond to client’s questions on a regular basis.

**Analyst:**

* Perform keyword, market and competitive research analysis.
* Create detailed analytical reports on a monthly or quarterly basis.
* Conduct monthly marketing review calls presenting reports and showcasing growth obtained.

**Producer:**

* Setup and optimize new digital or social media accounts as needed.
* Conceptualize and produce creative content and graphics as needed.
* Manage client’s social media profiles as necessary.
* Manage client’s advertising campaigns as necessary.

**Digital Marketing Thought Leader:**

* Stay on top of emerging digital marketing trends, share and teach best practices, and identify new marketing opportunities for clients.
* Visible member of and contributor to digital marketing communities, specifically on social media and content marketing topics, all over the Web.
* Occasional blogger on digital marketing topics.

**Results:**

* Consistently increased client’s organic, referral and social media traffic.
* Often increased conversions (leads, sales, etc.)
* Frequently improved client’s search engine visibility (impressions) and click-throughs.
* Shown ability to significantly improve keyword rankings.
* Shown ability to get client’s on page one for select keywords within 6 months.
* Regularly enhanced client’s overall web presence and reach.
* Always stayed on top of changing search engine algorithms to use to client’s advantage.

**FIDELITY International May-2010 to May-2012**

**Senior Analyst**

**Project: e-Channel (Online Portal for Mutual Fund Transactions), India**

**Description**: e-Channel is an proprietary online platform provided by Asset Management Company for an individual investor to make transactions like purchase a new fund, Invest in existing folio, Redeem, Switch, SIP, STP, SWP, viewing online statement and managing his profile like password changing etc**.**

**Role and Responsibilities**

* Working as BA and interacting with marketing and business team to get the regular feedback and comments of user experience for the product.
* Based on the feedback, preparing feature list and preparing business case with mutual discussion with business team.
* Responsible for the go-to-market planning, strategy and execution which required constant internal presentations to leadership.
* Planning and development included market research, competitor analysis, pricing strategies, messaging, product positioning and more.
* As a team member contributed in product launch with many new features like KYC form, CRM Integration.
* Founded on months of market research and intelligence, I developed the marketing collateral necessary to bring the product to market; brochures, sales presentations, channel partner material, e-mail campaigns and more.

**TATA Consultancy Services Aug 2006 May 2010**

**Sr. IT Analyst**

**Clients**: RESEARCH IN MOTION, SYNVERSE, THAMES WATER, MAERSK, Halliburton Digital & Consulting Solutions

**Locations:** Multiple (India, Canada (Waterloo, Toronto) and UK (London, Reading, Ton Bridge)

**Role and Responsibilities**

* Led the design and development of several web applications that received numerous awards and industry recognition.
* Coordinator and leadership roles in creation and execution of business processes.
* Mentored and coached several employees that went on to receive promotions to Project and Product Management roles.
* Strong Expertise with Customer Interaction and Customer Relationship with the clients
* Understanding the business requirement and business flow
* Understanding the technology architecture
* Writing code using UNIX, SQL to meet the business requirement
* Preparing the business requirement document for new features and requirements.
* Communicating with client executives and their respective teams for technical, business discussion

**Solidcore Systems (Now McAffee) Sep 2005 – Aug 2006**

**Software Engineer**

**Clients: WebEx, RIM, NCR**

**Role and Responsibilities**

* Development Support
* Testing & Bug Finding
* Involved in Test Life Cycle
* Validating and Verifying Integration issues

**NIIT Ltd. June 2004 – Sep 2005**

**Software Engineer**

**Description**: This is a content generation tool for generating interactive HTML pages and XML files. This tool generates the XML files containing contents, CYUs and assessment questions. HTML files are filled with these XMLs. Some of the HTML files are filled with interactive Flash files and graphics with the help of this tool.

**Role and Responsibilities**

* Development Support for LMS
* Testing SCORM Courses
* Validating and Verifying Integration issues; like score or completion of course is not getting set appropriately.
* Testing the SCORM w.r.t.

• The number of attempts to particular course.

• Course attempt status

• Best score submitted

**PROFESSIONAL ASSOCIATIONS**

* WordCamp (WordPress conference)
* Harwards Business Review
* Google Business
* Inside Sales

**KEY ACHIEVEMENTS**

* Covered by National News Channel IBN7
* National Player for Table Tennis Tournament
* Presented Faridabad District in State Yoga Competition

**Academic Background**

* **M.C.A**. , Maharashi Dayanand University , Rohtak - 2004
* **B.C.A.** , Maharashi Dayanand University , Rohtak – 2001