



Rohit SHARMA

Highly creative Marketing Manager with expertise in transforming 360° marketing and CSR advertising strategies into desired results. Leads teams in developing profitable campaigns. Marketing metrics knowledge and collaborative skills supports the achievement of targeted outcomes.



rohitsharma6597@gmail.com



+33751098099



Malakoff, France



linkedin.coin/rsimpactfactor

WORK EXPERIENCE

Marketing Manager

Impact Factor

01/2022 - Present

Paris, FRANCE

Achievements /Tasks

- Conducted value proposition and definition of the **target audience, Growth Hacking, KPI, and product positioning**.
- Conducted workload assessments and devised new operational processes that led to a **40% increase in productivity**.
- Construct a coherent POS and **360° digital marketing strategy** keeping brand awareness and conversion as brand goals with the marketing teams.
- Evaluation and **monitoring of the budget** to maximize the campaigns implemented.
- Optimization of the semantic and **technical architecture of the website**.

Assistant Manager

MAX Sports Management & Conultancy

04/2016 - 12/2021

New Delhi, INDIA

Achievements /Tasks

- Social Media Strategies on Instagram and Facebook for the new partnership and collaboration projects with **1000+ organic followers** in two weeks and over **1 million outreach**.
- Establishing a uniform **Social Media communications strategy**.
- Data quality and the design of **email campaigns to maximize reach and engagement**.
- Content marketing and content strategy around global events.
- Enriching organizational database management with **5000 + unique connections**.

Physical Education Teacher

Salwan Public School

09/2019 - 08/2018

New Delhi, INDIA

Achievements /Tasks

- Taught physical education classes covering exercise strategies, sports and safety.
- Assessed student physical fitness levels and adjusted **objectives according to successes**.
- Leveraged diverse learning **strategies to prepare** students for higher-level education requirements. **Managed and maintained** school equipment and facility grounds.
- Collaborated with other teachers to develop, implement and assess IEP plans.

VOLUNTEER EXPERIENCE

Dirigeant

Paris Université Club

01/2021 - 12/2021

Paris, FRANCE

Achievements /Tasks

- Lead Generation with engaging content prospecting strategies.
- **SEO strategy on multi-channel platforms** (sites, search engines, social networks, applications)

Volunteer

UpSport! Unis pour le sport

09/2020 - 01/2021

Paris, FRANCE

Achievements /Tasks

- Creation and implementation of paid digital promotion campaigns
- **Evaluation and monitoring of the budget to maximize** the campaigns implemented
- **Measurement of KPIs** (CPC, CPM, etc.) and adaptation of campaigns and strategies

TECHNICAL SKILLS

Google

SEO/SEM
Google Analytics
Google Adwords

Microsoft

PowerBI, Office 365°

Workflow

Hubspot, Zapier, Notion

Photoshop

Adobe Photoshop
Canva

Website

Wordpress, Squarespace

Sales tools

Salesforce CRM, Eloqua

SOFT SKILLS

Autonomous

Teamwork

Rigor

Leadership

Curious

LANGUAGES

English

Native or Professional Proficiency (Niveau C2)

French

Professional Proficiency (Niveau B2)

Hindi

Native or Professional Proficiency

EDUCATION

MBA Sports Management

EDC Paris Business School

10/2019 - 12/2020

Paris, FRANCE

Course

- Global Marketing and 360°Communication strategy
- Analysis of international sports markets
- Study of international organizations and events (IOC, FIFA, UEFA)
- Innovation Management

B.P.ED (Bac+2)

Swami Vivekanada University

07/2017 - 06/2019

Bhopal, INDIA

CERTIFICATIONS

SEO Expert

Google Analytics

PowerPoint Essential Training (Microsoft 365)

Squarespace Essential Training

Programming No-Code Integrations with Zapier