

AMRITA GANTAYAT

M: +91-9027634775 | E: amritagantayat@gmail.com | <https://www.linkedin.com/in/amritagantayat>

DIGITAL MARKETING ASSOCIATE

Dedicated marketing enthusiast with a passion for growth and learning in digital marketing. Skilled in crafting effective strategies to boost brand visibility across multiple regions. Collaborative team player, adept at enhancing client satisfaction and streamlining processes. Recognized for reliability, efficiency, and mentoring abilities. Seeking opportunities for career advancement in an organization that values my strengths.

EDUCATION

KIET Group of Institutions, Delhi-NCR UP 2018 – 2022 (July)

Bachelors In Pharmacy (B. Pharm) – (SGPA: 8.5)

Sacred Heart School, Kota

Intermediate (12th) (70%)

Vikash High Global, Bhubaneswar

High School (10th) (CGPA: 10)

PROFESSIONAL EXPERIENCE

Market Research Analyst

PriceEASY AI | May 2023 - Present

- Produced comprehensive reports for petroleum industry clients based in the United States, leveraging market research to track and analyze industry trends.
- Formulated and executed strategic plans to diversify clientele by introducing new market segments, including electronics and healthcare, thus expanding outreach to a wider demographic.
- Proficiently managed various digital platforms such as Saleshandy, HubSpot, and Google Ads to optimize marketing efforts.
- Spearheaded email marketing campaigns, meticulously monitoring their performance and adapting strategies based on feedback.
- Conducted regular market research to stay abreast of emerging trends and consumer preferences, ensuring alignment with evolving market demands.
- Facilitated cross-functional collaboration across product development and sales marketing teams to ensure seamless client experiences and enhance overall satisfaction.

Marketing Research Analyst

GRG Health | June 2022- March 2023

- Conducted primary and secondary research for global healthcare companies, providing strategic insights.
- Performed competitor analysis for pharmaceutical organizations to enhance market positioning.
- Spearheaded lead generation efforts across projects yielding actionable insights for clients.
- Conducted interviews with global healthcare professionals, enriching research outcomes.
- Conducted KOL research mapping and trend analyses across Middle East, APAC, US, and Europe.
- Managed 20+ projects with a consistent track record of 100% client satisfaction.

Business Development Trainee

Scaler Academy | Jan-April 2022

- Provided personalized guidance and support to over 52 working professionals, facilitating transitions or upskilling

efforts toward careers as data analysts, resulting in a noteworthy 50% conversion rate and contributing significantly to the company's new generation pipeline of over 7 million.

- Cultivated a network of referrals from satisfied clients, thereby expanding revenue streams for the company.
- Delivered tailored services to clients at every stage of the sales funnel, ensuring comprehensive support and satisfaction.
- Consistently met and exceeded weekly targets, demonstrating commitment to performance excellence.
- Secured incentives by successfully attracting new clients to the company, further enhancing business growth and profitability.

Team Leader Outgoing Global Talent

AIIESEC | Dec 2021 – June 2022

- Counseled over 30+ students to gain international internship experience in countries like Egypt, Vietnam, Turkey, Canada and more.
- Handled a team of 4 individuals and established relations with international educational universities to foster better relations and create multifaced international opportunities for students.
- Created content collaterals for various departments of the organization and worked with the sponsorship team to generate relevant partnership opportunities and gain monetary benefits.

STRENGTHS AND EXPERTISE

TECHNICAL SKILLS

- Saleshandy
- SQL
- Hubspot
- Google Ads
- Email Generation
- Lead Generation
- MS Office