
SAGAR BANSAL

Bengaluru, KA • +91-9899782810 • sagarbansalait@gmail.com

Manager - Client Relations

Summary

Motivated and Goal-driven marketing professional with 2 years of professional experience with broad knowledge of Digital Marketing Campaigns, App & Website Development, **ICOs Marketing, Blockchain projects**, Google Adwords Search Certification & **Inbound Marketing Certification from Hubspot**. Demonstrated success managing intense demands and providing superior support across B2B, B2G, & B2C client accounts.

Core Competencies

- Multiple Account Management
- Customer Relationship Management
- Business Development
- Revenue Enhancement
- Relationship Building
- Communication
- Resource Allocation
- Channel Management
- Marketing Operations
- Team Leadership
- Customer & Staff Relations
- Conflict Resolution
- Research & Analysis
- Project Management
- Solution Selling

Professional Experience

- Nov 2016 - till now Manager - Client Relations (India & US)
Ittisa Digital Media Services Pvt. Ltd.
Responsible for the retention and growth of multiple industries clients on a global basis:
- Hired to catalyze the media buying for the initial 3 months and promoted later to managerial level for managing accounts for Client Services Team.
 - Building the new business along with delivering desired results via 360 degree marketing solutions.
 - Promoted long-term customer relationships, demonstrating clear ROI through content product lines and web content integration strategies along with executing high-quality marketing campaigns.
 - Trained new team members. Collaborated with content managers, web managers, design lead and IT project managers on marketing campaign deployment strategies.
 - Write and present business proposals to established and prospective clients.
 - Exceeded all sales benchmarks for book of business consisting of over 20 clients and seven figures in annual revenue in both provider and payer space.
 - Ranked Top Performer on Client Services team after 6 months of joining for my commitment to excellence towards goal and result oriented work.
 - Maintained a target 85% clientele renewal/retention rate, with an average renewal length of 2 years.
 - Established and maintained relationships with CEOs, CFOs, Finance VPs and other senior leaders.
 - Devised strategies for the ICO launch and marketing which includes ICO Listing, Influencers engagement, Community management, Social and Direct Crypto Ads, Whitepaper/Onepager Design, Website Design Strategy etc.
- Feb 2016 - Aug 2016 Marketing Associate
YOYO Holdings PTE. LTD.
Responsible for the strategic launch of the PopSlide - A product of YOYO Holdings company -
- Hired as marketing associate to launch the product PopSlide in India after it's successful launch in 3+ countries (VN, ID & PH) but also, managed the operations and customer support work for the better customer advocacy.
 - Created a long term marketing strategy and launched the product via executing social media and youth activation campaigns among colleges.
 - Amplified the company's social media presence by 100% in 6 months.
 - Implemented Programmatic (CPI/CPA/CPV/CPR) and SEM campaigns for the user acquisition and increased the user growth by 100% with the retention rate of 50% via growth hacking strategies.
 - Handled company marketing budget and utilized it strategically towards achieving the marketing

- goals.
- Trained new team members and managed the team of Vietnam and Indonesia from India.
- Implemented the product's operational activities by creating Use Cases for the product according to the user experience and lock screen designs for the Indian Consumers.
- Respond to questions and concerns about service, and escalate their issues properly.

2011 - 2016

Earlier Projects Experience

Various Organizations

Cluster Manager

- Liaised with youth marketing managers for the activation of the products from different industries. Implemented high quality marketing campaigns and generated ROI for the companies.

Event Coordinator/Sales & Marketing Representative

- Working closely with the Core Committee of VFest 2015 - India's Largest Cultural Festival held in Goa. Also, a part of 30 Member Team selected from all of India for mentoring and managing Campus managers of different colleges.
- Part of Counter Terrorism Conference and India Idea Conclave organizing team for running youth activation campaign and overall management held in Jaipur and Goa. Aided in the planning and distribution of press releases, case studies and print advertisements.

Education

2014 - 2016

Master of Business Administration

Centre for Development of Advanced Computing

Graduated in Software Enterprise Management with coursework in Finance, Marketing & SAP Modules.

2010 - 2016

Bachelors of Technology

Guru Gobind Singh Indraprastha University, Delhi

Graduated in Information Technology with coursework in Languages and Networking concepts.

Community Involvement

- **Elected Core Committee Member** – Annual Fest management team of College
- **Organizations** – Education for every underprivileged child via Koshish Kuch Kar Dikhane Ki NGO.
- **Volunteer** – To bring out the talent in every underprivileged child. through AIESEC Delhi University - Project UDAAN.

Technological Proficiencies

- Microsoft Office Suite
- Google AdWords Search Certified
- HubSpot Inbound Marketing Certified
- Google Web Designer Certified

Skills

ICO Launch & Marketing

ICO Marketing Professional with experience in devising strategies for the ICO launch and marketing which includes ICO Listing, Influencers engagement, Community management, Social and Direct Crypto Ads, Whitepaper/Onepager Design, Website Design Strategy etc.

Branding, Marketing & Brand Management

Managed some of the big brands such as Zoomcar, Jio WorldMusicWeek, Flipkart, Vijaya Bank, Canara Bank - CANDI, Red Chillies Entertainment, World Reader, ITC Aashirvaad & Sunfeast Yippee, Dogsee Chew, Inventure Academy etc. Worked on devising the strategies for the brand to achieve their marketing objectives and deliverables.