



REVATI RASTOGI

Growth-Marketing
Executive

CONTACT

+91 8588081787

2510revati@gmail.com

<https://www.linkedin.com/in/revati-rastogi-a2ab08204/>

Noida

EDUCATION

**Master of Business
Administration**
Amity University

2019 - 2021

Bachelor of Science
Rohilkhand University

2015 - 2018

10+2
Bloomingdale School

2013 - 2014

SKILLS

Marketing

Branding

SMM

SEO

Canva

Google
Analytics

WORK EXPERIENCE

**STRATEGIC GROWTH AND
PARTNERSHIP EXECUTIVE**
MYWAYS | MAR 2022 - PRESENT

- Project management - from ideation to execution to lead the success of partnerships.
- Building solid and positive working relationships with identified clients. Maintain a robust and growing network of contacts in the educational institute for the growth of the product.
- Responsible for developing new and strategic relationships.
- Providing recaps into the performance of the partnership to provide insights into future performance.
- Working closely with product to ensure the successful onboarding of new partners.
- Conducted keyword research, optimized website content for SEO, and monitor website traffic using Google Analytics.
- Created and scheduled social media posts on various platforms using Hootsuite and engaged with followers to increase brand awareness.
- Developed and executed Newsletters for email marketing campaigns, resulting in a 30% increase in open rates and a 20% increase in click-through rates.
- Conducted A/B testing to optimize subject lines, content layout, and CTAs, resulting in a 15% improvement in email performance metrics.
- Marketing automation platforms (e.g., Mailchimp, Zoho, Sendgrid)
- Proficient in graphic design, leveraging creativity and technical skills to deliver visually captivating marketing materials.

ASSISTANT SALES MANAGER

PROPERTY PISTOL | OCT 2021 - DEC 2021

- Conducting market research to identify selling possibilities and evaluate customer needs.
- Actively seeking out new sales opportunities through cold calling, networking, and social media.
- Setting up meetings with potential clients and taking them to site visits.

INTERNSHIPS

MANAGEMENT TRAINEE

AMOLYA GROUP OF CONSULTANT | JUNE 2021 - AUG 2021

- To do client acquisition.
- To do client retention

BUSINESS DEVELOPMENT ASSOCIATE

ABHAY TECH SOLUTIONS | APRIL 2021 - JUNE 2021

- To do market research and analyze different competitors operating in the market and identify our product's uniqueness from others.
- To work on digital marketing of the company's social media platforms.
- Do B2B sales call in different countries regarding the product.