

ANAND PATHAK

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PROFESSIONAL SUMMARY

A Dynamic and result oriented marketing professional with **M. Sc in International Marketing** from UK University with **5+years** of experience in Marketing Communications and Digital Marketing, multilingual content production, campaign management, for **B2B and B2C across 40+brands** and **15+ industries globally (US, UK and India)**.

ACHIEVEMENTS

- Completed MSc International Marketing with **Distinction** from Sheffield Hallam University UK.
 - Awarded Diploma in French Language DELF- B1 by Alliance Française - CIEP Ministère de 'Education France.
 - Awarded **STAR OF THE YEAR 2022 at Eaton (a fortune 500 company)** for best stakeholder management & fastest project turnaround time.
 - Won the [Best Brand Award 2018](#) for my Ad Agency through an integrated Marketing campaign for Volkswagen.
 - Created a viral marketing campaign for Mercedes-Benz including a video commercial hitting 10K views within hours.
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WORK HISTORY

1) The Cyber Helpline- Sheffield, UK From 11/2023 to 05/2024 (Part Time)

Designation: Marketing Communications & Campaigns Consultant

- Designed, scheduled and posted social **posts, videos** across all social media platforms through scheduling tools **calendar**.
- Designed and executed multiple monthly email campaigns using Mailchimp resulting in 90% average open rate & 70% CTR.
- Strategically updated web design & web content, enabling effective SEO optimisation resulting in 70% increase in website traffic and 40% in **conversion rates**
- Boosted monthly donations by 40% and audience engagement by 35% through paid social & fundraising campaigns enhancing ROI via sales leads through regular reporting
- Managed mailing list databases reducing bounce rates by 35% and improving clear email deliverability
- Produced and published weekly **blog content**, **boosting website traffic** by 30% and **organic search rankings** by 45%

2) EATON Technologies Pune, India from: 01/2022 to 08/2023

Designation: Marketing Communications Specialist

- Collaborated with the **team** to craft and implement social media campaign strategy including paid and organic campaigns as per content strategy, and audience segmentation ensuring consistent brand messaging
- Designed, scheduled and posted **social media posts**, using creative content and graphics to convert technical information into creative visuals (Canva), resulting in a 40% rise in audience interaction
- Managed production, editing & scripting of **YouTube videos** through **excellent storytelling** channel resulting engagement by 60%.
- Launched emailers integrating email marketing software (**Eloqua**) with **CRM (HubSpot)**, to create & distribute **weekly newsletters** internally boosting employee engagement & CTR by 45%
- Leveraged analytical tools to track **social media campaign & brand performance indicators** gaining insights to enhance content accuracy & boosted engagement by 60%.
- Managed content through content management systems like **SharePoint** to create project websites and manage it through effective stakeholder engagement
- Developed engaging marketing content like **Pitch Presentations, Success Stories, Blogs, Case Studies, Newsletters, Whitepapers, Infographics, press releases, flyers** boosting organization's visibility by 60% and sales by 25%
- Managed multiple projects showcasing **excellent project planning skills** enabling successful product launches
- Spearheaded internal research projects (**consumer behaviour, market insights, industry trends**) for benchmarking to effectively outline **marketing budget**
- Executed surveys (customers, distributors, partners) and leveraged analytical skills to provide data-driven insights
- **Supported event promotions** by promoting upcoming events (tradeshows, workshops, interviews, speaking engagements, press conferences, press events) to promote brand awareness and engagement

3) BRANDtech, Pune, India from 10/2020 to 12/2021

Designation: Content Marketing Strategist

- Formulated and delivered **30+ comprehensive presentations** with marketing plans and social strategies
- Conceptualized **30+ campaigns** achieving 80% increase in brand visibility & **100% client engagement & retention**

4) Saket Communications Pvt. Ltd. Pune, India from 05/2017 to 07/2020

- **Designation:** Digital Marketing & Communications Strategist
 - Pitched, conceptualized and executed multi-channel marketing campaigns for electronic and traditional medias for **30+ local & global client brands** including **Pharmaceutical**- Lupin Global, Boehringer Ingelheim, **Automotive** - Mercedes-Benz, Volkswagen, Honda, Triumph, **Technology, Industrial, Entertainment, FMCG brands**.
 - Managed marketing team and client accounts through effective **client servicing** as per client briefs resulting in 100% client retention showcasing credibility in a professional services environment.
 - **Coordinated with the internal team** & external agencies to generate content like Promotional Videos, E-mailers, PR, Press Releases, Marketing Collaterals, Billboards, Brochures, Standees.
 - Implemented result-oriented **social media strategies**, effective **SEO & web marketing** to create & rank e-commerce website pages using content optimization techniques.
 - Developed periodic social media report presentations highlighting statistics, learnings, and recommendations.
 - Executed **Organic and (PPC) Paid Social Media Campaigns** boosting engagement by 70%
 - Generated monthly client-facing status reports using detailed **Google Analytics & social media analytics** and key metrics
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EDUCATION

1) Master of Science (MSc) with Distinction in International Marketing- from :09/ 2023 to 09/ 2024

University: Sheffield Hallam University Sheffield, United Kingdom

Specialising in International Marketing Strategy, Global Brand Management, International Consumer Behaviour, Social Media Marketing, Email marketing, Website Marketing, Content Marketing, Market Research, Product Management, SEO

2) Master of Commerce with A grade in Finance, From 06/ 2017 to 05 /2019

College: Symbiosis College of Arts and Commerce Pune, India

Specialising in Corporate Finance, Risk Analysis, Business & Budget Management, Fund Allocation, Profit Forecasting

3) Bachelor of Commerce with A grade in Marketing from 06/2014 – 04/ 2017

College: Symbiosis College of Arts and Commerce Pune, India

Specialising in Go-To-Market Strategy, Advertising, Digital Marketing, Corporate Communication, Graphic Designing, Video Editing, Data Analysis, Marketing Campaign Management, Sales, Copywriting, Public Relations, Lead Generation.

TECHNICAL SKILLS

- **Digital Marketing Tools** - Proficient in Canva, Percolate, Hootsuite, Sprinklr, and Eloqua/MailChimp for content creation, social media management, email marketing.
- **Social media & Analytics**- Expert in using Facebook, LinkedIn, Twitter, Instagram Analytics, SEMRush, and Adobe Analytics for campaign management, SEO and performance analysis.
- **Content & Design**- Skilled in Adobe Photoshop, Illustrator, InDesign, Premier Pro, and Adobe Express for creating high-quality visuals and multimedia content.
- **Data Analysis & Reporting** - Advanced proficiency in Microsoft Office (Excel, Word, PowerPoint), Power BI, Salesforce & HubSpot for data analysis, reporting, and CRM management.
- **Web & Video Tools**- Experience with WordPress, Square Space & Google Analytics, Figma for Website management & UI/UX design & Canva, HeyGen & Synthesia AI Video Software for video production.

SOFT SKILLS

- **Project Management & Organisation:** Proven ability to manage multiple projects simultaneously, prioritize tasks, and ensure timely delivery while maintaining high standards.
 - **Verbal & Written Communication:** Strong communication skills, adept at conveying complex ideas clearly to both internal teams and external stakeholders.
 - **Team Collaboration & Leadership:** Skilled in fostering collaboration, mentoring team members, and leading cross-functional teams to achieve common goals, with strong interpersonal connections.
 - **Problem-Solving & Strategic Thinking:** Highly adaptable and resourceful, with a strong ability to analyse situations, think strategically, and develop innovative solutions.
 - **Stakeholder Engagement & Relationship Building:** Experienced in managing relationships with global stakeholders, ensuring alignment with organizational goals through effective communication and emotional intelligence.
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LANGUAGE SKILLS: English, **French- Diploma** in French Language (DELF-B1) Diplôme d'etudes en langue Française DELF B1, Hindi, Marathi