

# Mirza Ehtesham Beg

Marketing Operations Lead with 5 years of experience and a MICA Graduate

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## SUMMARY

An Assistant Manager who is Expertise in Global Integrated Logistics and adept at developing and implementing marketing strategies to advertise and promote products & services. Proficient in coordinating with the cross-functional teams to deliver the projects within a stipulated time while ensuring optimum customer satisfaction.

## PROFESSIONAL EXPERIENCE

### Senior Process Expert

Mar '24 - Dec '24

#### A.P. Moller - Maersk

Pune, India

- My role includes active sales with sales support tasks. (Contract management, free-time filing, QBAs, FMC filing, CMD, RCA). Thorough knowledge and understanding of the market dynamics. Hence, I am also responsible for ocean freight alignments on our vessels for positive container yield generation.
- Have been able to onboard new customers and sustain already established customers. Achieved yearly targets with **130% surplus**. Knowledge of the nuances of the ocean product and the process behind the entire export-import cycle. Have helped my colleagues with incremental container volumes for the IMEA Region.
- The scope of my work involves revenue leakage mitigation, working lead management, business development, sales support functions, forecasting market dynamics, assist the Revenue Ocean Management team for the IMEA region with market feedback and ocean freight alignments.
- Good with time management, and have a knack of accomplishing my goals within the specified time frame. Learning to adapt to a fast-changing market and guiding the customers accordingly on their supply chain needs. Working in tandem with cross functions to cater to all the touchpoints in the supply chain management of the customers with a case resolution **TAT of 93%**.

### Marketing Operations Lead

Jan '23 - Mar '23

#### The Brew News

Dubai, UAE

- Developed and executed comprehensive demand generation strategies, resulting in an 85% increase in MQLs.
- Successfully managed end-to-end social media assets, growing brand awareness and community engagement.

### Assistant Manager - Marketing Operations

May '22 - Sep '22

#### Log9 Materials

India

- Reported regularly on campaign KPIs, insights, and user behavior, providing actionable recommendations for further optimization and driving a 10% increase in return on ad spend.
- Strategized on consumer and B2B Marketing collateral for the company, driving a **5% increase in project revenue**.

### Assistant Manager - Marketing Operations

Nov '20 - May '22

#### Blue Dart Express Ltd

Mumbai, IN

- Redrafted marketing blueprint, resulting in optimized overall brand perception and increased **revenue growth by 80%**.
- Worked collaboratively with cross-functional teams, successfully leading multiple campaigns
- Driving a **20% increase in overall campaign effectiveness**.
- Maintained a strong focus on customer needs and preferences, **driving a 10% increase in customer satisfaction ratings**.

## Certificates

### [Verified International Academic Qualifications](#)

Issued by World Education Services

### [Six Sigma Yellow Belt](#)

Issued by 6sigmastudy

Certified E-commerce Specialist

Issued by DHL

[CSS - Certified Sales Specialist](#)

Issued by Blue Dart Express

[Advanced Google Analytics](#)

Issued by Google

[Google Digital Sales Certification](#)

Issued by 3536974

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## INTERNSHIPS

Closing Intern	Apr '19 - Aug '19
Lodha Group	
Store Merchandiser	Jan '19 - Feb '19
Dabur	
Campus Cadet	Jan '18 - Jan '19
OYO Rooms	
Business Development Trainee	May '16 - Jul '16
BookMyShow	
Operations Trainee	Apr '15 - Jul '15
State Bank of India	

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## EDUCATION

PG Certification in Digital Marketing and Communications	Nov '22 - Jun '23
MICA	Ahemdabad, IN
Master of Business Administration	Jul '18 - Jun '20
ITM Business School	Mumbai, IN

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## KEY SKILLS

- Meta Business Suite
- Digital Marketing
- Google Workspace
- Process Optimization
- Analytics
- DV360
- Salesforce CRM
- SEO & SEM
- Marketo
- Lead Generation
- B2B Marketing
- Brand Management
- Strategic Marketing
- Programmatic Advertising
- Social Media Campaign
- Team Leadership
- Google Campaign Manager
- Campaign Management

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## ADDITIONAL INFORMATION

- Languages: English, Urdu, Hindi
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