

TANMAY GARDI

CRM and operations team leader

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PROFESSIONAL SUMMARY

Results-driven marketing professional with a Master's in International Marketing and a proven track record in CRM, B2B sales, and digital marketing. Experienced in developing and implementing data-driven strategies to enhance customer engagement and retention. Skilled in leveraging analytics to optimize marketing effectiveness and drive revenue growth. A collaborative team player committed to building a strong market presence and delivering exceptional results in fast-paced environments.

WORK HISTORY

CRM and operations team leader

06/2024 - Current

Paddy Power - Woking

- Work alongside the marketing department and shop managers to put CRM techniques into practice to improve the betting experience for customers.
- Create customized offers and incentives that encourage user engagement by analysing data on consumer behaviour, such as betting preferences.
- To improve client retention and loyalty, develop and implement customer interaction tactics.
- Increased customer satisfaction scores both internally and externally by effectively investigating, debugging, and resolving escalated issues.
- Managed customer engagement programs that improved our branch's rating from bronze to gold, increasing overall revenue.

Team Leader

03/2023 - 05/2024

Gourmet Burger Kitchen - Guildford

- Followed opening, closing, and shift changeover procedures for seamless operations.

Sales and Marketing Executive

01/2020 - 09/2022

GK Travels and Services - Pune

- Identified new customer segments and target audiences to expand reach.
- Developed and carried out comprehensive sales and marketing plans to expand the company's corporate client for its transportation and vacation offerings.
- Applied KPIs including lead conversion, customer acquisition cost (CAC), and customer retention rate to analyse sales performance and marketing efficacy.
- Created and carried out focused email marketing campaigns to increase customer retention, lead conversion, and engagement.

Digital Marketing Intern

05/2019 - 08/2019

KRAZYFOX - Pune

- Collaborated with the marketing team to create content and manage social media accounts, contributing to increased brand visibility.

EDUCATION

MSc International Marketing

02/2023 - 02/2024

University of Surrey - Guildford, Surrey

- Graduated with a comprehensive understanding of global marketing strategies, consumer behavior, and advanced analytical techniques.
- Thesis: The Interplay of In-Store Technologies and Marketing Strategies in Enhancing Retail Experiences

SKILLS

- B2B Sales & Marketing
- Email Marketing
- SEO & Digital Marketing
- Customer Relationship Management (CRM)
- Corporate Client Management
- Project Management
- Lead Generation & Conversion
- Marketing Analytics
- Complaint resolution
- Direct Marketing
- Market Research & Consumer Insights