



AKASH SATHE

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 <https://github.com/acedevillin>

 <https://dribbble.com/acedevillin>

 <https://www.behance.net/gallery/139984865/login-page>

SKILLS

Languages: HTML, CSS/SASS, JavaScript, PHP, SQL.

Frameworks: React, Bootstrap 4, SEO/SEM.

Software/Tools: Google AdWords, Google Analytics, SEMrush, MailChimp, Figma, Adobe Photoshop, Illustrator, Indesign, XD, Microsoft Office.

WORK EXPERIENCE

Digital Marketing Executive

Ace Group

SEPTEMBER 2021- PRESENT

Key Qualifications and Responsibilities

- Implemented new marketing strategies to increase the overall brand awareness.
- Managing company LinkedIn page to increase brand awareness.
- Researched, analyzed, and reported keyword optimizations and hashtag analysis for the website and the social media pages.
- Designed company catalogue book for 2021 using Adobe InDesign and Adobe Photoshop.
- Evaluated user engagement by using Google Analytics to track the effectiveness of Ad campaigns.
- Re-designed the company website using tools like Figma and Adobe XD for a better user experience.

Key Achievements

- Conducted periodic market research of competitors' websites using tools (SEMRush, Ahref) which increase quarterly sales by 5%.
- Implemented new SEO tools for increasing the website ranking from 18 to 1-3 in 3 months.
- Developed and implemented Google Ad campaigns which increased sales by 10% in 1 quarter.

Social Media Co-Ordinator

The Clap House

JUNE 2020-MAY 2021

- Created and implemented online campaigns that increased the followers by 20% in 3 months and it is still increasing.
- Designed, managed promotions, advertisements and campaigns using Figma while developing relevant CTAs that drove target reach and donations.
- Developed, managed and executed digital marketing strategies within project timelines.

Trainee Front-End Developer

MOTION EDUCATION PVT. LTD.

APRIL 2018-JANUARY 2019

- Boosted the user conversion rate by 12% within a quatre period.
- Designed and developed the company's main website: motion.ac.in.
- Collaborated with the team of developers working within the agile framework, keeping the website updated with clean well-documented code.
- Created partner website using modern frameworks like SASS, Bootstrap, and JavaScript.
- Optimized the website using SEO standards to increase the organic search results

INTERESTS

- Football
- Reading
- Online Multiplayer Games
- Working Out
- Cooking

LANGUAGES

- English (Fluent)
- Hindi (Native)

EDUCATION

Msc. Digital Marketing

DUBLIN BUSINESS SCHOOL

FEBRUARY 2020

B.Tech Computer Engineering

NMIMS Mukesh Patel School Of Technology And Management MAY2018

CERTIFICATIONS

GOOGLE ADS SEARCH CERTIFICATION

JANUARY 2021 - JANUARY 2022

GOOGLE ANALYTICS INDIVIDUAL CERTIFICATION

APRIL 2021 - APRIL 2022

WEB TECHNOLOGIST CERTIFICATIONS

HTML5, CSS3, JAVASCRIPT, AJAX, PHP, SQL

MY PROJECTS

LANDING PAGE IDEA FOR A COFFE SHOP

<https://gsapcafe.netlify.app/>

2021 CATALOGUE DESIGN

<http://fse.ie/>