

NAUSHAD LAKHANI

B- 1005 Siddharth Ganga Tower Road No 10 Near Solaris Gym Kalyani Nagar Pune 411006

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Work Experience: **06 Years & 08 Months**

EMPLOYMENT SUMMARY

Employer Name: **RankUno Interactive Technologies Pvt Ltd**

Designation: **PPC Analyst**

Duration: **1st July 2021 to Present**

Experience: **01 Year and 03 Months**

Responsibilities:

- **Managing Clients** across **B2B and B2C Verticals** like **Real Estate, Pharmaceuticals, Supply Chain Based Companies** across **USA, and India**.
 - Doing **Keyword Research** on a **Monthly Basis** to **Identify New Keywords** for **Client Business**.
 - **Updating the Search Query Reports** on a **Weekly Basis** to **Avoid Unnecessary Spends on Keywords**.
 - **Daily and Bi-Weekly Client Meeting** to discuss the **Macro & Micro Goals, Progress Report, Strategy**.
 - **Plan, Execute & Optimize Digital Campaigns** across **Facebook / Instagram / Google / LinkedIn & other Digital Platforms**.
 - Managed Campaigns like **Search, Display, Smart Shopping, Standard Shopping, PerformanceMax, Video for Google & Social – Reach, Lead Generation, Conversions, Catalog & Traffic Campaigns** for **Facebook**.
 - **Developing Digital Marketing Strategies** for clients to achieve **Monthly, Quarterly and Yearly Targets**.
 - Ensure **Adaptation of Latest Digital Practices & Tools** to Drive Higher Efficiencies across media campaigns.
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Employer Name: **Bol Na Bhau Media House**

Designation: **Digital Marketing Executive**

Duration: **February 2020 to June 2021**

Experience: **01 Year and 05 Months**

Responsibilities:

- **Managing Clients** in **Domains of Education and Pharmaceuticals**
 - **Managing SEO of Multiple Websites**
 - **Managing Ecommerce Portals** on **Amazon, Flipkart, and Shopify**.
 - **Managing social media** for **Multiple In-House businesses**
 - **Lead Generation** by **Running Paid Ads** on **Google, Facebook, LinkedIn, Bing**.
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Employer Name: **RBK international Inc.**
Designation: Digital Marketing Executive
Duration: September 2018 to March 2019
Experience: 07 Months

Responsibilities:

- **Ecommerce Management.**
- **Preparing Sales Reports**
- **Running Ads on Google, Facebook, Instagram to Generate Leads & Sales**
- **Product Research for the Ecommerce Website**
- **Resolving Technical issues of Shopify Websites**

Employer Name: **Redclue Trading (OPC) Pvt. Ltd.**
Designation: Office Administrator
Duration: November 2016 to June 2018
Experience: 01 Year and 08 Months

Responsibilities:

- **Managing Office Administration**
- **Tracking Monthly Sales**
- **Preparing Performance Reports of the Month**

Employer Name: **Amazon India**
Designation: Customer Service Associate
Duration: July 2016 to October 2016
Experience: 03 Months

Responsibilities:

- **Coordinating** with the **Internal Team** and facilitating resolution of Amazon Customer Issues

Employer Name: **Capita India**
Designation: Customer Service Executive
Duration: June 2014 to November 2015
Experience: 01 Year and 06 Months

Responsibilities:

- **Resolving Sales & Services Queries & Concerns with Customers through Email Communications.**
 - **Coordinating with the Onshore Team for Efficient Service**
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SOCIAL ACHEIVEMENT

- Served as a **volunteer** in an **NGO** named **Aga Khan Education Board** for Couple of Years.

STRENGTH

- **Critical Problem-Solving Skills**
- **Interpersonal and Collaboration Skills**
- **Communication Skills and Team Building Skills**

PERSONAL DETAILS

Date of Birth:	31 January 1991
Gender:	Male
Marital Status:	Married
Languages:	English, Hindi, Gujarati, Marathi

EDUCATION

- Completed B. Com from Christ College, Pune (2014)
- Completed HSC from Inamdar College, Pune (2010)
- Completed SSC from Modern College, Pune (2008)