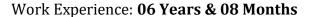
NAUSHAD LAKHANI

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

Contact Details: **80555 18644** Email ID: **naushad.u.lakhani@gmail.com**





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 YearlyTargets.
- Ensure Adaptation of Latest Digital Practices & Tools to Drive Higher Efficiencies across media campaigns.

Employer Name:

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.

Employer Name:	RBK international Inc.		
Designation: Duration:	Digital Marketing Executive 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 AdministrationTracking Monthly Sales			
		 Preparing Performance Rep 	orts of the Month
Employer Name:	Amazon India		
Designation:	Customer Service Associate		
Duration:	July 2016 to October 2016		
Experience:	03 Months		
Responsibilities:			
Coordinating with the In-	ternal 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	

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)