

# **YOGESH PAL**

## **DATA MANAGER/MARKETING MANAGER**



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## **SUMMARY**

As a passionate data manager and marketing intern, I have gained valuable experience over the past 2 years. My top achievement was driving exponential growth in the company's turnover through effective marketing strategies and utilizing advanced data management skills. I excel in managing data and targeting the audience based on data insights.

## **EXPERIENCE**

feb 2022- jun 2022

### **Marketing intern at kinkob kreations**

**marketing intern**

As a marketing intern I used to target the audiences based on the data report in which I used to make posts for all social media like linkdin, Facebook, Instagram, WhatsApp status and broadcasting channel's and also used to make specific posts of offers or interest of audience just to target those specific audience. also know many tools, software and hardware of marketing which involve IVR calling, WhatsApp marketing software for bulk WhatsApp marketing paid/free many chrome extensions for marketing and many AI tools to save the time and make work more efficient and productive. Very good knowledge of targeting the audience on based of there psychology and very well known of new trends and Tec technologies

jun 2022-Jan 2024

### **Data manager at kinkob kreations**

**data manager**

As a data manager at Kinkob Kreation, my primary responsibility was to effectively manage and organize data by various key points such as states or cities. This involves collecting data from multiple sources such as Google, LinkedIn, and other websites using tools like Google Chrome extensions. Once the data is collected, I use it for daily marketing activities and analyze the data to make it more useful for targeting future audiences. Additionally, I was responsible for maintaining daily leads generated from marketing efforts and ensuring regular follow-up with those leads. It was my responsibility to track and update the progress of these leads, as well as produce daily reports related to data management and marketing activities. Overall, my role as a data manager at Kinkob Kreation has involved handling data collection, organization, analysis, lead management, and reporting to support the company's marketing efforts and ensure data accuracy and efficiency

jun 2022-Jan 2024

### **Sales executive at kinkob kreations**

**sales executive**

As a sales executive at Kinkob Kreation's, I had the opportunity to not only focus on my core responsibilities but also actively engage in sales activities. This gave me a chance to enhance my skills and establish fruitful relationships with clients. Interacting with clients on a regular basis provided valuable insights into their needs and preferences, ultimately broadening my perspective on customer interactions. Through this experience, I developed a deeper understanding of how to effectively handle clients and provide the best possible service to meet their requirements.

## EDUCATION

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Jul 2015-Jul 2017	<b>Hislop collage Nagpur</b> High school complete high school from commerce stream with 54%
Aug 2018- Aug 2022	<b>Chaitanya Iti nagpur</b> Diploma complete my diploma in electrical engineering from chaitanya ITI with 75%
Jun 2023-	<b>iit madras</b> bsc in data science pursuing

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## Competencies

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- Advance Microsoft excel
- Canva
- Chrome extensions
- Power BI
- Adobe photoshop
- Marketing
- data analysis
- SQL database
- Creative writing
- content creations
- AI chat gpt
- AI writerly
- AI hey gen
- Python Programming language
- R language
- Filmora video editor

## Extra-curricular Activities

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jun 2021- sep 2021	<b>e-washup</b> volunteer <ul style="list-style-type: none"><li>• contribution in designing the application for the e-washup startup</li></ul>
Feb 2023- jun 2024	<b>b3linens</b> designer <ul style="list-style-type: none"><li>• designed the website from scratch</li><li>• build the whole pipe line of the startup</li></ul>

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## LANGUAGE

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- Hindi
- english
- marathi

## HOBBIES

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- coding
- gaming
- learning