



Brief Overview

- 3.5 Years qualitative working experience in digital marketing and sales department.
- Associated with Balaji Construction machines and spares Satara. – “Digital Marketing Executive”
- Highly skilled in social media marketing, email marketing, graphic designing, YouTube marketing, Google analytics, whatsapp marketing

Work Experience

• **Balaji Construction machines and Spares**

- **About Organisation**- Balaji Construction machines is one of the leading manufacturer of construction machines for concrete bricks pavers and plasters. Balaji having 40000 sqft factory area having well developed machine shop and assembly line.
- **About Customer base** - Over 21 states of India and seven countries.
- **Designation** - Digital Marketing Executive
- **Working period** - Oct 2018 – April 2022
- **Responsibilities** -
 - Planning and execution of social media and email marketing campaigns.
 - Managing all social media accounts and ensure that content is standardized across all platforms
 - Creating, building and maintaining a social media presence
 - Measuring and reporting on performance of all campaigns in relation to ROI and KPI
 - Identifying trends, industry insights to allocate and optimize funds spent
 - Innovative growth strategies by collaborating with marketing, promotions and sales departments
 - Understand search analytics and create content for Google, Instagram, Facebook, LinkedIn, and company websites

• **Webisdom Management Services**

- **Designation** - Social media marketing and content
- **Working period** - 3 month
- **Responsibilities** -
 - Execution of social media campaigns.
 - Writing contents for different accounts, preparing content calendar.
 - Managing all social media accounts and ensure that content is standardized across all platforms

Key Highlights

- Completed training of HTML.
- Participated in Ethical Hacking Workshop.
- Attended Google Adword workshop.
- Participated in poster presentation
- Participation in paper presentation

Education

- **2017 – Computer Science Engineering B.E.** Shivaji University – AGCE collage Satara.
- **2012 – HSC** Kolhapur University – LBS College Satara.
- **2010 – SSC** Kolhapur University – Kanyashala, Satara

Certification

- Advanced programming in Digital Marketing (**AJDM INDIA, SATARA**)
- Google Adword Certification (**AJDM INDIA, SATARA**)

Skills

- **Social media marketing on platforms like Facebook, LinkedIn, Instagram, YouTube,**
- **Google adwords. Google analytics, whatsapp marketing etc.**
- **Online marketing via emails with the use of tools like Mailchimp.**
- **Communication with clients**
- **Microsoft Office**

Personal Info

- Date of Birth: 22nd October 1994
- Gender: Female.
- Marital Status: Married.
- Permanent Address: 173, Amey Apartment, Shahunagar, Godoli, Satara.
- Current Address: 173, Amey Apartment, Shahunagar, Godoli, Satara.
- Languages: English, Hindi & Marathi
- Mail id : aishwarya.a2210@gmail.com
- Contact No : +91 9637487278

Career Highlights:

Looking for responsibilities that demand innovation, creativity & challenges that will make the best use Of my abilities & skills in contributing company's growth and help to acquire new skills to perform better.

Date 28-06-2023

Place - Satara, Maharashtra, India.

Aishwarya Pranav Jadhav.