

OBJECTIVE

To work in an organization where I can use my skills and knowledge to deliver value added results as well as further enhance my learning and career.

EDUCATIONAL QUALIFICATION

<i>Qualification</i>	<i>Institute</i>	<i>Year</i>	<i>CGPA/%</i>
M.E. (Communication Systems)	L.J Institute of Technology	2016	7.72/10
B.E (Electronics & Communication)	SAL Institute of Technology	2014	7.19/10
HSC	St. Xavier's School, Bhuj	2010	69.8%
SSC	Army School, Bhuj	2008	80.6%

PROFESSIONAL EXPERIENCE**Engineer at SAC (ISRO) Ahmedabad on behalf of Global tech (I) Pvt. Ltd.** *2015-2018*

- Report writing and editing for upcoming satellites based on the technical data provided.
- Consolidate reliability analysis data of subsystems of all satellite and upload on internal website of SAC (Akash).

Digital Marketing Trainee at Brandveda Ahmedabad *March 18-May 18*

- Experience in running **Google search Ads, Display Ads and YouTube Ads** for **Brandveda (Digital Marketing Institute)**.
- Made **Audit report** and created **Sitemap** for **St. Kabir Institute of Professional Studies**.
- Made **On page element sheet** and **Audit report** for **Mudra Publicity**.
- Made **Social Media Calendar**, for Brandveda.

Social Media Manager at The Media Café Ahmedabad *May 18-Oct 19*

- Develop and manage Digital Marketing campaigns & oversee a Social Media strategy.
- Manage and maintain the organization's websites.
- Write and optimize content for the website and social networking accounts such as Facebook and Twitter.
- Continually work on the Search Engine Optimization of the client's website.
- Edit and post videos, podcasts and audio content to online sites.
- Create online banner advertisements.
- Write copy for email marketing campaigns.
- Attend networking events.

Digital Marketing Executive at Coach For Life Surat *March 2020*

- Design and oversee all aspects of digital marketing area including the marketing database, email and display advertising campaigns.
- Plan and manage their social media platforms. (YouTube, LinkedIn, Facebook, Instagram, Twitter).
- Plan monthly calendar and budget for the upcoming month.
- Plan and execute paid campaigns to generate the required leads. Coordinate with sales team regarding the same.
- Create Monthly newsletters for as a part of content marketing.
- Plan and implement Email campaigns for upcoming events.
- Plan monthly WhatsApp and SMS marketing strategies.
- Oversee the required changes in website (wordpress) as per the upcoming event dates.
- Prepare accurate reports on marketing campaign's overall performance and ROI.
- Evaluate important metrics that affect the website traffic and target audience.
- Work with the team to brainstorm new and innovative growth strategies.

DIGITAL MARKETING SKILLS

1. SEO

ON Page

- Keyword research and optimization
- Image naming, Image title and ALT tag creation
- Knowledge about Meta tags, Heading tags
- HTML and XML site map creation
- Robots.txt file use and creation

OFF Page

- Developing link building & link earning strategy.
- Search Engine submission (Google, Bing, Yahoo)
- Blog posting and comment writing
- Article writing & submissions
- Forum Posting, social networking, density check etc.

2. PPC

- Hands on management of Google Ad words campaign.
- Strategic knowledge about Improving quality score, Increasing CTR, Conversions, Landing page etc.

3. Social Media Marketing

- Fluent in key social media platforms with emphasis on Facebook, Instagram, Twitter & LinkedIn.
- Creating multi-channel Social Media strategy to inspire user engagement and drive traffic.
- Developing social media calendar for different social media platforms.

CERTIFICATIONS

- Bing Certificate
- Brandveda SEO Certificate
- Brandveda PPC Certificate
- Brandveda Digital Marketing Certificate
- Hubspot Academy Social Media Certificate
- SEMrush Social Media Certification

SKILLS AND INTERESTS

Technical skills:

- Proficient in working with Microsoft Office (MS Word, MS Excel, MS PowerPoint).
- Hands on OrCAD, AutoCAD, CADSTAR etc.

Interests:

Reading, Public Speaking, Travelling, Social Activities.

EXTRACURRICULAR

- Worked as a Senior Coordinator of national level Tech-fest SALCON at SAL College of Engineering, Ahmedabad.
- Co-Facilitator at The Drum Circle, Ahmedabad.
- Participated in the Project Tank competition and was adjudged the first position in manual robotics.
- Obtained second prize in circuit debugging competition at SAL College of Engineering, Ahmedabad.
- Actively participated in the group dance competitions across many colleges of Gujarat.
- Hosted the college tech-fest at SAL College of Engineering, Ahmedabad.
- Freelance content writing which mainly includes company brochures and pamphlets.

DECLARATION

I hereby declare that the above information and facts are true to the best of my knowledge and belief. Thanking you in anticipation and looking forward to your kind favorable reply at the earliest.