|  |  |
| --- | --- |
| Suchandana Patoa  Digital Marketing & Strategy | horizontal line Suchandana Patoa 29, Jivan Prakash Society, Harni Road, Vadodara Gujarat, India  +919518579330  suchandana.patoa@gmail.com |
| **ㅡ** **Skills** | horizontal line  **Strategy** - Every project I’ve undertaken for my company, I always ensure that we strategize first and then focus on execution. It has to involve the client’s expectation and the company’s strengths.  **Strategic Planning  -** I have managed and executed well strategized projects by following a detailed and elaborate planning to ensure we are focused on our goal and taking one step at a time to achieve it.  **Digital Marketing -** I have been working in the field of Digital Marketing for 4 years now. I have led projects to help the clients grow their business through digital platforms. I have increased not only their presence but always their revenue via digital platforms.  **Strong Communication** - Key to good planning and execution is great communication. I am efficient in client communication to ensure we get client satisfaction and team communication to ensure we have a proactive approach to the project in hand.  **Team Management** - I am holding the role of Team Lead at my current job. Team Management requires a lot of patience and problem solving. It tests your accuracy of estimation of time and idea of the potential of your team.  **Problem Solving -** I am calm and practical, giving me an edge during a tough situation. Problem solving has been my strong suit as I am always improvising and challenges only push me to achieve.  **Technical Skills -** Search Engine Optimization (SEO) - Social Media Optimization (SMO) - Microsoft Office  - Google Workspace (G Suite) - Google Analytics - Facebook Ads  - CRM  - Lead Generation - PCP |
| **ㅡ** **Experience** | horizontal line Redwood Algorithms / Team Lead - Digital MarketingNOVEMBER 2020 - PRESENT, BANGALORE (Remote) I am handling a team of creative and designers to work on clients from various industries to drive revenue by growing digital assets for their business. The Voice of Woman / Social Media ManagerJUNE 2020- JULY 2020, SURAT (Remote) I was single handedly managing the social media of this company to drive traffic to their page. I also conducted interviews with influencers and celebrities for this company. The MagZone / Content WriterAPRIL 2017 - APRIL 2018, NEW DELHI I was working as a part of the content team leading in ideation and bringing the exact content audience is demanding for. I contributed to the most visited and highest traction gaining posts during my time here. |
| **ㅡ** **Education** | horizontal line Pandit Deendayal Energy University / BBA (Marketing)JULY 2019 - JULY 2023, Gandhinagar A flexible Liberal Arts course for BBA which allows me to work without academics holding me back from building a career. Delhi Public School Pune / 12th Grade or EquivalentAPRIL 2018 - MAY 2019, PUNE A Humanities student with 91.1% in 12th CBSE Board Exams with subjects - Political Science, History, Sociology, Psychology, and English. Delhi Public School Harni / 10th Grade or EquivalentAPRIL 2017 - MAY 2018, VADODARA Completed 10th CBSE Board Exams with 9.8/10 CGPA. |
| **ㅡ** **A**chievements | horizontal line  1. Talented Public Speaker who has held positions of - *Director, President, Chairperson and Vice-Chairperson* at several Model United Nations Conferences held across the country.  2. Denmark-India Cultural Program where I stayed in Denmark for 15 days and hosted a Danish guest in India for 10 days. |