

AAKANKSHA BHALERA0

1.5 Yrs of experience in Digital Marketing

MBA (Marketing), B.E. (Electrical)

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CAREER OBJECTIVE

To be a part of a company where continuous learning is a way of life. Where I will be able to sharpen my skills and bring more profitability to the company.

EXPERIENCE

JUN 2017 – PRESENT

DIGITAL MARKETING EXECUTIVE, DEFOUR ANALYTICS PVT. LTD.

Job Responsibilities: -

- **Handling** all Digital Marketing Platforms.
- **Continuous review and active management** of website and other online asset.
- Planning and monitoring the ongoing company presence on social media.
- Manage mailers for promotion, awareness, offers etc.
- **Content strategy** and digital road maps,
- **Set up campaigns and build up community** through social media channels such as Facebook, Twitter, LinkedIn, YouTube, Instagram, Google+ etc.
- Generate quality leads and optimize lead capturing funnel.

Digital Media Used for Marketing: -

- Social Media Marketing (LinkedIn, Twitter, Facebook, Instagram, Google+ etc.)
- Google Adwords, Facebook Campaigns, Google Analytics, LinkedIn Campaigns, Google Business Page
- Email Campaigns – Design, Content Writing and execution
- Graphic Designing: Canva
- Web Analytics + Tracking visitors over company website
- Write content for Case Studies to upload over Website
- On-Page and Off-Page SEO optimization

EDUCATION

APR 2017

M.B.A(MARKETING), SINHGAD INSTITUTE OF MANAGEMENT, PUNE

Percentage: 70%

APR 2014

B.E. (ELECTRICAL), SANDIP INSTITUTE OF ENGINEERING AND MANAGEMENT

Percentage: 62%

INTERNSHIP

JUN 2017 – PRESENT

**CUSTOMER CARE EXECUTIVE- SALES/CRM (INTERN), KOLTE-PATIL
DEVELOPERS LTD**

- Study on Customer Expectation Towards Residential Apartment for Kolte-Patil at Life Republic

SKILLS

- Effective use of Digital Marketing Tools
- Inter departmental Co-ordination
- Customer Relationship
- Lead generation
- Interpersonal skills

CERTIFICATION

- Digital Marketing
- Advanced MS-Excel

EXTRA-CURRICULAR ACTIVITIES

- Participated in Modern Trade Activity with ITC Ltd in 2016
- Awarded annual Excellency for ARTH cell (social work) for 2015-16
- Participated in National level Conference on “Make In India- Prospects and Challenges” in 2016

PERSONAL DETAILS

- Gender: Female
- DOB: 25th Feb 1993
- Language Proficiency: English, Marathi, Hindi
- Hobbies: Reading, Painting, Social Media, Learning new things.
- Current Address: - Bibwewadi, Pune

DECLARATION

I hereby declare that all the information given above is true and correct to the best of my knowledge and belief.

Date:

Aakanksha Bhalearo

