

Sanket S Doshi

Online Marketing Executive

Creative, skilled online marketing executive with two years working experience in Logistics and supply chain industry



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WORK EXPERIENCE

Online Marketing Executive

Unique Air Express-International Courier & Logistics

05/2016 – Present

Pune

International Courier & Logistics

Achievements/Tasks

- Assisting in the formulation of strategies to build a lasting digital connection with consumers.
- Content Creation management for day to day advertising and branding on various Social Media Channels , Paid as well as organic Social Media Management for Unique Air Express" and its sister organization "Transit Address"
- Lead generation (Sales Navigator), Social Media Blogging (Blogger, Wordpress, Quora, Weebly etc)
- FB, Google adwords, LinkedIn Campaign Manager
- Android App database management
- SEO (Keywords and image optimization)
- Email Marketing (SendGrid, Mailchimp)
- Content Marketing (Video/image Marketing, SMS Marketing), Website Content Updation
- Measuring the performance of website using various indicators like Google Webmaster tool, SEMRUSH
- CRM (Mircraft). Moreover Handling the Ecommerce activities (Uncommerce), Inventory management in my earlier days was a plus.

Contact: Rajesh Shitole – 9665051805

BACHELOR OF SCIENCE

Physics

University of Pune

03/2013 – 03/2016

Malegaon

Courses

- Researched over the change in physical properties of Metal Oxide Semiconductors over different temperatures by using Vacuum evaporation method

SKILLS

Microsoft Excel

Social Media Marketing

Web Analytics (Webmaster, SemRush)

Database Management

Email Marketing (SendGrid, MailChimp)

CRM (Mircraft)

Inventory Management

Lead Generation

FB Adwords

LinkedIn Campaign Manager

Ecommerce (Uncommerce)

Search Engine Optimization

Google Adwords

Supply Chain Management

Keyword Research

Social Media Blogging

Content Marketing

Keywords Optimization

Wordpress

Branding

PPC

LANGUAGES

English



Marathi



Hindi



INTERESTS

Soccer

Cricket

Hip Hop & Metal rock Music

Hanging out with Friends and Family