

Amit Dinkar Gosavi

Phone: +91 9823288552

Email: gosaviamit8@gmail.com | Website - <https://amitgosavi.me/>

SYNOPSIS

A Creative professional, worked in internal communication, branding; also as Client servicing Manager in Advertising. Had been a Marketing Manager for a startup; currently handling Marketing (Digital & Offline).

- ✓ **Dedicated and highly ambitious to achieve personal as well as organisational goals**
- ✓ **Decision making skills with a positive approach**

DIGITAL MARKETING SKILLS

- ✓ Social Media Marketing, Google Ads, Personal Branding, Display Ads,
- ✓ E mail Marketing, ORM, Influencer Marketing,
- ✓ SEO, Local SEO, Google Analytics,
- ✓ YouTube Marketing, Mobile Marketing, Social Media Automation

CERTIFICATION IN DIGITAL MARKETING

- ✓ Google Ads Certified (Google Ads Fundamentals, Google Ads Search, Google Ads Display), Google My Business basics.
- ✓ Google Shopping Ads
- ✓ Hubspot Inbound Marketing Certified
- ✓ Hubspot E Mail Marketing Certified

EXPERIENCE- MBA

Kudzu Consultancy - Marketing Manager (Digital)

Feb 2018 to till date

Responsibilities:-

- Developing marketing strategies for clients; ideate & execute new marketing concepts.
- Responsible for managing client expectations on all aspects of digital marketing.
- Proactively making strategic PPC campaigns to drive advertising efficiencies and ROI improvement.
- Monitor campaign results, analyse key metrics, and optimise click-through and conversion rates.
- Devising marketing strategies to drive online traffic, to generate & convert leads.
- Evaluating and choosing right marketing automation tool for clients.
- Analysing Competitor behaviour, Identifying appropriate targeting, keyword selection and Ad creation.
- Experience in Google analytics and research tools (Ahrefs and Semrush)
- Working closely with the design team and development team to get ad creatives and landing pages created for clients.
- Understanding clients Business need and guiding them to design Business plan which includes Budgeting, Market research and analysis, Branding & Advertising etc.

Gateway Business Enterprises - Buy smart Division: Marketing Manager.

Jan 2016 to Dec 2017 (24 months)

Job Responsibilities:-

- Managing relevant social media channels with the team, like Facebook Ads, LinkedIn Ads & Twitter Ads, Google Adwords Campaign for clients.
- Coordinating with Agency, and in-house creative team to maintain a balance between offline and online branding material.
- Responsible for all the Branding activities with strategic planning and its implementation.
- Monitor Distribution Manager and sales team for sales results.
- Keeping Track on Product development and modifications with the Business Manager.

- Helping Distribution team to penetrate the given market and training them on Product knowledge.

Mumbai Academy of Moving Images - Management Intern

September 2014 to October 2014

- Responsible for handling Social Media pages like Facebook and Twitter.
- Managed delegate registration team at one centre in Andheri.

H2O Media Ltd.- Client Servicing Manager

September 2012 to November 2015 (38 months)

Responsible for Managing clients and identifying new clients:

- Coordinating with the design team, content writers, copywriters to fulfil client requirements in time. Keeping track of online Marketing with in house team.
- Designing yearly campaigns for clients.
- Suggesting client an Advertising / Branding plan for the given period.
- Responsible for Client related activities plus in house branding.

Ujjivan Financial Services Pvt. Ltd.- Asst. Marketing Manager - Western India.

October 2010 to May 2012 (19 months)

Key Deliverables: Responsible for managing a set of Products for the Western Region (Maharashtra & Gujarat):

- Handling Group lending (JLG) and individual lending products (STBL & IBL) across Western Region.
- Conducting market research in house and obtaining feedback from field staff and customers. Testing/ Pilot of Products, also Development/ Promotion/ Positioning/ Training of a Product for Field staff.
- Responsible for Customer and Corporate Communication: Brochures, Corporate Presentations, in the local languages required(responsible for all translation)
- Providing monthly Regional updates (branch milestones, openings etc). Collecting Customers and employee stories (with Pictures). Proficient at written English; regularly prepares event write-ups

Constantly monitoring & analysing competition, including:

- Collating information on competitors by working closely with Distribution and tracking competitors for each branch – Product wise; and also training field staff on competitors and how to deal with it;
- Impact evaluation in the region: Working with project heads on region- specific customer information (customer segmentation, surveys for impact evaluation etc.)
- **Annual Newsletter:** - Brain child/Created Western India's first of its kind Annual Newsletter – "WE" focusing on its major stakeholder's viz. customers, employees and investors.

✓ **Achievements & Recognition:** - Had prepared a format for the competitor analysis which has been implemented nationally in Ujjivan.

PROJECT- MBA

Company: ITC India Ltd

Title: Market Analysis and strategies for Increasing the Market share of Personal Care Products of ITC Ltd

Duration: Two Months

Responsibilities:

- Measure the distribution efficiency in various channels and people engaged in servicing them.
 - Wholesale, Retail, Common DS
- Suggest and implement appropriate strategies to improve distribution.
- Map each salesman/supervisor's competency level and thereby suggest appropriate future course of action.

- Train the distributor sales force by regularly working the market with them and cascade the selling skills to them. Share relevant Trade and Consumer insights acquired during the project so as to help ITC develop appropriate future marketing strategies.

EDUCATION

- ✓ **MBA** Marketing from Indira Institute, Pune University with 60%
- ✓ **B.Com** with specialisation in **Cost & Works Accounting** from BYK College, Nashik - Pune University with 66%
- ✓ **HSC** - Commerce, Maharashtra Board with 61%
- ✓ **SSC** from Maharashtra Board with 65%

STRENGTHS

- ✓ Focused & A Good team player
- ✓ Self-Motivated, Optimist & desire to learn
- ✓ Possess good relationship building and interpersonal skills
- ✓ Dedicated to the assigned task
- ✓ Quick adaptability to challenging situations

OTHER SKILLS

- ✓ **Operating Systems:** Adobe Premier Pro, Photoshop etc., Windows, **Packages Known:** MS Office (Word, PowerPoint & Excel); Completed MS-Excel'07, by **KarROX**.
- ✓ **Certified in Advance Excel** by Metamorphosis Training consultants
- ✓ **Designing Software:** Adobe Photoshop (Basics)
- ✓ **Sound software:** Nuendo(Basics)

SPORTS & MISCELLANEOUS

- ✓ Has been an active member of '**Art of Living Foundation**'. Also, successfully completed courses like '**Yes +**' and '**Yes + Advance**' in Bengaluru
- ✓ An active member of organising committee for **KAVYA KARANDAK - College Event**
- ✓ Sports & Others:
 - Member of Winning football team Nashik Zonal (Inter – collegiate 2006-07) and Captain of Winning Cricket Team for three consecutive years out of four- (Inter – collegiate)
 - Has been a stage actor for two Marathi plays in college & anchored few events like, School & College Annual functions in Nashik-Pune.
 - Likes to read, play-watch Cricket, TT & Football.
 - Write short stories & loves watching movies.

PERSONAL DETAILS

Date of Birth: 08th March 1986; Have a Valid Passport
Languages Known: English, Hindi and Marathi