

RESUME COVER SHEET

Aniket Girish Badwe
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Resume

Profile Summary

6 months experience in Digital Marketing, Strategic management & Growth analysis. 1.6 years' experience in Lead Generation, Business Development, B2C Sales in Financial services & IT B2B Sales.

Personal Details :

Gender: Male

Marital Status: Unmarried

Date of Birth: 04/06/1991

Language Proficiency: English, Hindi, Marathi.

Graduation: - B.B.M (IB)

Post-Graduation: - MBA (Marketing)

Job Profile

Madz Media Inc.

Duration : Jun 2018 - January 2019

Digital Marketing Specialist :

- SEO :
 - 1) On Page Optimization :
 - Optimization on Wordpress websites. Head Tag, Meta Tag, Description tag optimization.
 - Plugin installation & web page formation
 - Keyword Research & report generation, utilizing top SEO tools such as SEOquake, Keywords Everywhere, Google Adwords.
 - Competition Analysis through Page source code, Woorank, SimilarWeb & related tools.
 - Favicon Setup
 - Canonicalization Installation
 - Sitemap XML submission through Google Search Console.
 - Robots.txt file
 - W3 School Validation.
 - 2) Off Page Optimization :
 - Directory Submission, Blog Commenting, Question Answer contribution, Free Classified Submission, Social bookmarking for Organic ranking of websites.
 - Quality Content creation & update the same on timely basis.
 - Creation of Do-follow & No-follow backlink.
 - Relevant backlinking for targeted keywords from websites which have high page rank.

- Social Media Marketing & Social Media Optimization :

- Lead generation on official account of Facebook through paid campaigns.
 - Utilizing sources of social media platforms such as Facebook, Instagram, LinkedIn, Twitter for SMO posting. Poll creation, Event postings.

Tata Consultancy Services (BPS) Ltd

Duration: Oct -2017 to May 2018

Senior Business Process Associate

- Generating quality leads & converting opportunities in Salesforce for Asset & Wealth Management Services. Achieve agreed upon lead generation targets on monthly & quarterly basis and outcomes within schedule.
- Informing TAT to prospects as per market standard.
- Manage & communicate end to end processing of loans for customers.
- Ensure Customer complaints are resolved in coordination with Customer Service department.
- Qualifying prospects in eligibility criteria for loan requests. Calculating FOIR of customer
- Pre-sales activities that include RFI/RFQ, RFPs for all Asset Management Services.

Futurism Technologies Pvt Ltd.

Duration: March 2016 – Feb 2017.

Business Development Executive

- Managing end to end execution of marketing projects & campaigns.
- Research & administer social media tools in support of client's social media strategy.
- Managing & implementing SEO strategy. Monitor & evaluate search results & search performance across major search channels in order to improve rankings.
- Contributing in Company blog, forums & social media community.
- Creation of newsletters, Email based marketing campaigns.
- Actively working upon Link building strategies to improve Page ranking which involves creation of internal & external back linking.
- Website listing in Directory Submissions, Social bookmarking, Client side Article submission, Guest Posting, Review Posting.

Skills

- Excellent communication and negotiation skills
- Prioritizing, time management and organizational skills
- Ability to create and deliver presentations tailored to the audience needs
- Relationship management skills and openness to feedback
- Effective project management skills.
- Excellent knowledge of MS Office Suite, Digital Marketing sources & tools, Wordpress Website design. Functionality of Salesforce CRM.