**SANDESHA M. KALE**

**MOB**: 09503104165

**E-mail**: [sandeshakale2705@gmail.com](mailto:sandeshakale2705@gmail.com)

**A BRIF OVERVIEW**

* **1 Years** of experience in **Digital Marketing**.
* Strong **skills** include **SEM, SEO, SMM**
* Presently Working on Google adwords, Google analytics, Facebook Promotion, & Instagram Promotion
* Working Knowledge on Photoshop
* Effective **communicator** with excellent relationship building & interpersonal skill.

**CORE COMPETENCIES**

* Search Engine Marketing
* Search Engine Optimization**(OnPage & OffPage)**
* Social Media Marketing(**Facebook & Instagram**)
* Keyword Analysis
* Google Ad-words
* Google Analytics
* HTML
* Photoshop
* Wordpress

**ORGANISATIONAL eXPERIENCE**

* **Jetking Nagpur**
* Digital Marketing Executive (March 2018 – Current)
* Working On Jetking Nagpur’s Website (<https://www.jetking.com/nagpur-gokulpeth/>)
* Keyword Research
* Managing digital marketing brand campaigns.
* Creating & engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness.
* Monitoring the success of social media campaigns through medial analytics and dashboards.
* Handling day-to-day search engine marketing (SEM) activities including campaign planning, implementations, budget management, performance review, and optimization of paid search campaign.
* Reporting of campaigns with in-depth analysis of performance by using Google analytics.
* **Miracle Safe Pvt Ltd, Nagpur**
* SEO Trainee (January 2018 – March 2018)
* Worked on Keyword Planning Tools
* Worked on Off Page optimization strategies such as directory submission, social bookmarking, article submission, Blog creations, images submissions, questioning and answering submissions etc.
* **AliveTech Services Nagpur**
* SEO Intern (May 2017 – Nov 2017)
* Learned Digital Marketing strategies (SEM, SEO, SMM, Google adwords, Google Analytics, Keyword research, Email Marketing)

**EDUCATIONAL DETAILES**

* **Master of Engineering**

Mobile technology (CGPA 8.55) 2012-2014

G.H.Raisoni College of Engineering (Autonomous)

Affiliated to R.T.M. Nagpur University

* **Bachelors of Engineering**

Information technology (62.91%) 2008-2012

Suresh Deshmukh College of Engineering, Wardha

Affiliated to R.T.M Nagpur University

* H.S.S.C from M.S.B.E – 2008
* S.S.C from M.S.B.E.– 2006

**ACADEMIC PROJECTS**

* **Bachelor of Engineering**

**C-SPAM (Custom Script based Programmability for Automatic transportation Machine):**

It is hardware based project which used to transport material automatically without driver in mines/companies. We developed with this module with the help of C++ programming and hardware interface.

* **Master of Engineering**

**Accurate Energy-Efficient Localization using Radio Database Compression and Clustering Technique:**

It is research based project in which locations had tracked with GSM or Wi-Fi to consume less energy, low computation cost, low transmission load, and provided more accuracy in user locations.

**PERSONAL DETAILS**

**Name :** Ms. Sandesha Milind Kale

**Address :** Flat No 306 Wainganga Apartment

Narendra nagar Square

**Contact Number :** +91 9503104165

**Email Address :** sandeshamkale2705@gmail.com

**Date of Birth :** 27 May 1990

**Marital status :** Single

**Languages known :** English, Marathi, Hindi

**PLACE: Nagpur (SANDESHA M. KALE)**