

AWARDS & ACCOMPLISHMENTS

Mobil SHC PRO 3 Expert	2014
Mobil SHC PRO 3 SYNsation	2014
Mobil SHC PRO 3 Professional	2013

WORK EXPERIENCE

Digital Marketing Manager

C-Metric Solutions Pvt Ltd

• June 2022 to present

- Campaign Management & Lead Generation.
- Content Development & Distribution.
- Competitors' Analysis & Vendor Management.
- Social Media Management.
- In-depth understanding of tools like Semrush, Ahrefs, Google Analytics & Search Console, Ubersuggest, Moz, Spyfu, etc.

Sr. Marketing Manager

Flosteq Technology Pvt Ltd

• Jan 2018 to Dec 2021

- Designed and managed various social media campaigns on platform like YouTube, Facebook, Google and LinkedIn, etc.
- Handled integral aspects and tools of digital marketing as SEO, Pay Per Click (PPC), Lead Generation, Email Marketing, Google Ads & Analytics, content marketing, Marketing Analytics, Link Building and Landing pages.
- Analyze customer insights, consumer trends, market analysis, and implement best marketing practices.

Marketing Manager

Bytfumes Technologies

• April 2016 to Dec 2017

- Engagement strategy for new products and services & KPIs that measured performance against goals.
- Generate monthly, quarterly and annual marketing reports that highlight marketing & branding campaign effectiveness.
- Working closely with cross functional teams to design and provide required technical and non technical marketing assets.

Sr. Marcom Executive

Prompt Softech

• March 2015 to March 2016

- Handling events, exhibitions, seminars & vendors management.
- Reporting and discussion with CTO and CEO of the organization regarding long-term and short-term goals and plans to achieve them.
- Revamping company's website and other marketing material in line with modern design and trend,

Marketing Executive

P D Enterprise

• Nov 2011 to March 2015

- Interacting with corporate clients for developing brand awareness & strengthening.
- strategic tie-up with leading companies for preferential endorsement.
- Developing customer specific marketing collateral.
- Developing direct and indirect channels for business development.

EDUCATION BACKGROUND

Post Graduate Diploma in Business Management (Marketing)

NSB School of Business, New Delhi

2008 - 2010

Bachelor of Commerce (B.Com)

R J Tibrewala Commerce College, Gujarat University,
Gujarat

2004 - 2007



ASHISH PRASHANT KACHHAP

SR. MARKETING MANAGER

11+ years experienced marketing professional with a strong interest in projects that require both conceptual and analytical thinking. Fully-committed to developing innovative marketing strategies. Always eager to learn more tricks from anyone - regardless of the industry they're working in.



+91 8980886738



Ahmedabad, IN



ashishkachhap@gmail.com

PROFESSIONAL SKILLS

Promotion Planning
Social Media Campaigns
Web and Google Analytics
Marketing
Web content development
Copy writing
Market Research
ATL and BTL
Brand Development