

# ARATI SUMBARE

## DIGITAL MEDIA EXECUTIVE



### CONTACT

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### EXPERTISE

Leadership

Time Management

Organic & Social media  
Marketing

Presentation

Email / SMS Marketing

DLT Registration

Data Report / Analytics

### ABOUT ME

Result-driven manager with knowledge of keyword research, handling social media, increasing the website rankings, social bookmarking, digital marketing certification, and strong attention to each detail.

### EDUCATION

**MGM INSTITUTE OF MANAGEMENT  
STUDIES AND RESEARCH**  
MBA/MMS (MARKETING)

2018 - 2020

**PILLAI COLLEGE OF ARTS COMMERCE  
AND SCIENCE**  
BSc. (COMPUTER SCIENCE)

2013 - 2016

**DAV PUBLIC SCHOOL, CUTTACK**  
12TH(SCIENCE)

2012 - 2013

**NEHRU INTERNATIONAL PUBLIC SCHOOL,  
NOIDA**  
10TH

2010 - 2011

### EXPERIENCES

#### AUG 2021 - PRESENT

##### DIGITAL MEDIA EXECUTIVE - ITM GROUP OF INSTITUTIONS

- Strong Presentation skills, Team leadership
- Reach out to influencers for a promotional event.
- Content and Graphic Creation for Social Media
- Keyword Research on Google ads.
- A creative blog post for New blogs. On-page and Off-Page SEO
- Search Engine Marketing (SEM) - Manage paid campaigns on social media.
- Business tools Implementation and Integration
- SMS, DLT Registration and EMail Marketing

#### JULY 2020 - AUGUST 2021

##### DIGITAL MARKETING EXECUTIVE - RELIGIATE INTERACTIVE BRANDING SOLUTIONS

- Developing social media content and graphics.
- Dealt with more than 2 customers in different sectors at the same time.
- Solid presentation skills, team leadership.
- On-page and Off-Page SEO
- Engage with team and customer to improve performance.

**JULY 2019 – JULY 2020**

**SOCIAL MEDIA MARKETING – MGM INSTITUTE OF  
MANAGEMENT STUDIES AND RESEARCH**

- Manage all of social media accounts.
- Create more content, post it, share it, promote it, and so on to engage more students.

**APRIL 2017 – MAY 2018**

**GIS ANALYST – HERE TECHNOLOGIES**

- leading Car brands Navigation and Map Building.

## **REFERENCES**

**SWAPNIL SONALKAR – ITM GROUP OF  
INSTITUTIONS**

+91 97021 56651

**RAHUL RAI – ITM GROUP OF  
INSTITUTIONS**

+91 99234 46248

**VISHAL PUGAOKAR – ITM GROUP OF  
INSTITUTIONS**

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