

Shamlee Dhanorkar

Summary

Experienced Brand Manager skilled in driving brand growth and customer engagement through innovative marketing strategies. Expertise in analyzing market trends and consumer behaviour to enhance brand awareness and loyalty. Proven track record of managing cross-functional teams, delivering impactful results within budget and timelines. Proficient in leveraging digital channels, designing and event management for memorable brand experiences.

Work Experience

Jan 2024 - May 2024
Fifth Estate Agency

Key Account Manager (Digital & Brand Service Associate)

- Client Relationship Management: Established and nurtured enduring relationships with high-value clients, ensuring their satisfaction and loyalty to the company
- Strategic Account Oversight: Directed account teams in addressing client concerns, resolving complaints, and coordinating internal resources to meet client needs effectively
- Branding and Marketing Initiatives: Implemented extensive branding strategies to enhance market presence and client engagement

Key Achievements

- Implemented strategic account management tactics driving a revenue boost in key accounts. Utilized data analysis to tailor marketing initiatives, secure long-term contracts, and fortify client relationships, enhancing satisfaction and retention

April 2023 - Nov 2023
Realtime Taxsutra Services Pvt. Ltd.

Assistant Manager - Branding & Communications

- Managed brand identity, including positioning, messaging, and guidelines, ensuring consistency across all marketing efforts and touchpoints
- Planned, executed, and measured multi-channel marketing campaigns, including online advertising, social media, email marketing, and content marketing
- Created visually appealing brochures, highlighting key features and benefits, to effectively communicate products or services to target audiences
- Managed event branding strategies, including themes, collateral design, vendor coordination, and oversaw website content updates for consistent branding, optimized user experience, and monitored website performance

Key Achievements

- Successfully launched a product, overseeing campaigns, social media, analytics, promotions, and executing a comprehensive digital marketing strategy. This resulted in increased online sales, revenue, and targeted engagement with key consumer segments

Dec 2020 - Mar 2023
Realtime Taxsutra Services Pvt. Ltd.

Marketing Executive

- Developed and implemented comprehensive marketing strategies by conducting market research, identifying target audiences, and positioning the brand for success
- Planned, executed, and evaluated multi-channel marketing campaigns utilizing digital marketing, social media, and email marketing to engage the target market

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Kothrud-Pune, Maharashtra

Education

- PGPM (Marketing)**
ICFAI Business School, Pune, Maharashtra

University - ICFAI Business School
2018 - 2020

- B.E (Computer Science & Engineering)**
P.R.Pote (Patil) College of Engineering & Management, Amravati, Maharashtra

University - Sant Gadge Baba Amravati
2013 - 2017

CERTIFICATIONS

- Certificate of "Product Management Masterclass - Product Strategy Creation" (2024) | Udemy
- Certificate of "Facebook Ads 2024 Launch Your Best Advertising Campaign" (2024) | Udemy
- Certificate of "Google Ads For Beginners 2024 - Step By Step Process" (2024) | Udemy
- Certificate of "Brand Management: Aligning Business, Brand and Behaviour" (2023) | University of London and London Business School | Coursera
- Google Ads Display Certification (2023)
- Google Analytics Individual Qualification (2023)
- Certificate of Training "Digital Marketing" (2020) | Internshala

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Kothrud-Pune, Maharashtra

AREA OF EXPERTISE

- Brand Management
- Product Development
- Social Media Advertising
- Ambitious, Flexible and
- Creative
- Time Management
- Communication
- Multi-tasking
- Teamwork skill
- Decision Making
- Problem Solving

Hobbies

- Photography 
- Playing Badminton 

Languages



English



Hindi



Marathi

- Conducted market research to analyze trends, customer insights, and competitive landscape, informing strategic marketing decisions. Leveraged various digital channels for brand awareness, lead generation, and customer engagement. Monitored and analyzed marketing performance metrics, preparing data-driven recommendations and successfully managing engaging webinars

Key Achievements

- Successfully managed over 200 webinars, designed effective email campaigns, led impactful marketing campaigns, and played a key role in branding Taxsutra at the 21st World Congress of Accountants 2022, contributing to revenue growth and enhancing brand communication

Internship Details

Jul 2020 - Sept 2020

Humsafar Weddings

Digital Marketing Intern

- Collaborated with the Digital Marketing Manager to refine social media strategy and implement best practices
- Assisted in managing social media channels (Facebook, Twitter, Pinterest, Instagram, LinkedIn, YouTube) and maintaining an editorial calendar for timely and engaging content
- Created weekly e-newsletters for subscribers, proposed advertising ideas, and prepared regular updates and reports to track campaign growth and success rates. Additionally, conducted research on emerging social media trends, adapted strategies accordingly, and engaged leaders and influencers, both internal and external, in brand activities. Assisted with website copywriting, proofing, and updates as needed

Key Achievements

- Collaborated with the Digital Marketing Manager to refine social media strategy and implement best practices, resulting in improved performance and engagement on social media channels
- Developed innovative ideas and strategies that successfully enhanced company exposure and drove increased website traffic

Feb 2019 - May 2019

AMUL Pune GCMMF

Sales & Marketing Intern

- Conducted market analysis of Amul products in the HoReCa (Hotels, Restaurants, Cafés) segment in Pune, assessing their market presence and competitiveness
- Visited Modern Format Stores (MFS) to secure purchase orders and ensure optimal product placement
- Gathered feedback from hotels and restaurants on Amul products by providing samples and conducting surveys to understand customer preferences and satisfaction levels
- Assisted in developing and implementing digital marketing and sales strategies to enhance brand awareness and drive sales

Key Achievements

- Recognized as a top candidate for the Best Internship nomination
- Spearheaded successful promotions of Amul products in renowned five star hotels across Pune

Portfolio Link



[Shamlee Dhanorkar Portfolio](#)