

RAJESH SHET



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"Swarna kuteer" Near K.S.R.T.C Bus
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LANGUAGE

ENGLISH
KANNADA
HINDI
KONKANI

KEY SKILLS

COMMUNICATION
TEAM WORK
METICULOUS
ADAPTABILITY TO
CHANGE

WORK EXPERIENCE



"Hope Research Group" - (11 Jun 2018 - Present)

-Digital Marketing Executive

KRA:

- Hands on experience with Shopify Dashboard, Google Analytics, Search Console, Tag Manager and Google Merchant center.
- Research and Run Ad campaign with Optimal settings in order to attain maximum ROI.
- Keyword Research and Insertion on Contents across the website and Off-page blogs.
- Website Auditing and Bug Reporting.
- On-page and Off-page SEO optimisation.
- Banner Designing and Ideas.
- Local Listings Creation and Management.
- Planning and execution of digital activities., active communication with US clients.

CERTIFICATION



"Online Marketing Fundamentals"

By Google Digital Unlocked

"Social Media Marketing"

By HubSpot

EDUCATION



Master's in Business Administration (2017) (Marketing)

Sahyadri College of Engineering and Management, Mangalore.

Average Percentage - 58%

Bachelors of Commerce (2015)

Canara First Grade College, M.G Road, Mangalore. Average Percent-

age - 59%

ACADEMIC PROJECTS



MARS Vapours LTD, Mangalore

"A Study on Marketing of Solar Panels Under ESCO model"

- Analyzed the services that customer expects before making a purchase.
- Understood key decision making factors.

Excelsior Nissan, kuloor, Mangalore.

"A Study on Analysis of the Relationship between Pre-Sale Service and Sale at Excelsior Nissan, Mangalore"

- Conducted market research.
- Analyzed market and created awareness.

ACHIEVEMENTS



Scholastic Activities:

- Achieved 847% ▲ ROI on Ad campaigns for the client business i.e. e-commerce website.
- Boosted website traffic upto 250% ▲.

Extra-Curricular:

- Secured 2nd place in power lifting in inter-class power lifting competition 2014 & 2015

TECHNICAL SKILLS



- HTML5, CSS
- Photo Editing software: Adobe Photoshop Cs6, Adobe Light room CC, Adobe Illustrator.
- Ms Office: Word, PowerPoint, Excel.
- Research tool: SPSS

HOBBIES



PHOTOGRAPHY



WEIGHT TRAINING



TOURING



PHOTO EDITING



MELOMANIAC



TECH SAVVY