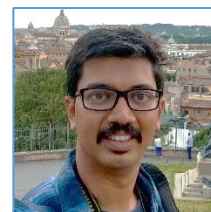


RAJAS NADKARNI

PGDM (MBA): Marketing (Majors), Operation (Minors)

Graduation: Bachelor of Engineering, Electrical and Electronics



7 years of experience in Digital Marketing with core competency in Brand Marketing and proficient understanding of Performance Marketing, Corporate Communication, Product Marketing and Online Reputation Management.

Note: Available for immediate joining

SKILLS

- | | |
|---|---|
| <ul style="list-style-type: none">• Brand Management• Corporate Communication• Strategic Planning and Media buying - Digital & Traditional Media• Social Media Marketing, SEO, SEM, Lead Generation• Project Management | <ul style="list-style-type: none">• Online Reputation Management – Brand sentiment management• Digital Marketing Tools - Social Studio by Salesforce, Hootsuite, Radarly, Leadsquared• Lead Management, Google Analytics, Google Webmaster, Facebook Business Manager |
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WORK EXPERIENCE

Kurl-on Enterprise Limited, Bangalore

October 2018 -September 2020

Profile

Product Marketing Manager – Sofa & Furniture

Responsibilities

- Responsible for Marketing, Sales and Product Life Cycle Management for e-Commerce Business
- Strategize and execute digital marketing activities – SEO/SEM/Programmatic – with partner agencies to achieve business objective
- Create communication briefs for campaign content and product catalogue

Highlights

- 35% growth in furniture division FY19-20, 140% growth in e-Commerce business
- Introduction of 80+ SKUs of Kurl-on Sofa & Furniture on Flipkart Marketplace

Additional responsibilities

- Managed Google Business Manager for Kurl-on's "Company Owned Company Operated" retail stores

1to1help.net, Bangalore

April 2018-October 2018

Profile

B2B Marketing Manager

Responsibilities

- Manage brand communications and marketing to increase brand awareness and engagement by creating appropriate content
- Generating leads through performance marketing on LinkedIn, Programmatic, SEM/SEO and other platforms, and nurture it to increase conversion rates
- Website & CRM portal management

Highlights

- Streamlined digital performance marketing to reduce lead acquisition cost by 90%
- Increased conversion rate by 30%

SBI Life Insurance Co Ltd, Head Office-Mumbai

April 2016– March 2018

Profile

Manager–Social Media & Digital Marketing and Online Reputation Management, Brand and Corporate Communication

Responsibilities

- **Social Media & Digital Marketing**
 - Strategize, plan and execute social media and digital marketing activities to increase brand awareness and engagement on the basis of Hero-Hub-Hygiene model.
 - Set annual digital marketing KPIs for the brand along with budgetary allocation to various platforms in accordance to business objectives
 - Managing new product launches on digital media by creating necessary content for digital marketing platforms in collaboration with product team, compliance and other stakeholders.
 - Manage online product communication and campaign content for performance marketing.

	<ul style="list-style-type: none"> Collaborate with CSR and PR team to create and disseminate content to increase brand reputation on digital media. Covering live events and seminars with MD&CEO participation on social media. Online Reputation Management - Managing a team of two <ul style="list-style-type: none"> Monitor brand mentions and take actions according the keyword sentiments Manage response management on Social Media for customer/distributor grievances and queries within specified TAT. Co-ordinate with State Bank of India, BNP Paribas Cardiff and other group subsidiaries to manage group level online sentiment.
Highlights	<ul style="list-style-type: none"> Setup brand guidelines and communication protocols for all digital communication, including campaigns, social media & internal and external stakeholder code of conduct. Increased SBI Life's Social Media presence by more than 3x across Social Media Channels with consistent average engagement rate of 5% during campaigns Set up process to streamline annual, quarterly, monthly and weekly activities on digital marketing and social media. Internal process set up for Online Reputation Management (ORM) to ensure TAT of less than 4 hours in a regulatory environment. Established annual content properties on social media such as for #PapaHainNa for Father's Day, #PlanToCelebrate for various festivals, #DilBacchaTohSabAccha for Children's Day
Recognition	<ul style="list-style-type: none"> Received GEM - Going Extra Mile Award for initiatives in Digital for FY 2016-17.

SBI Life Insurance Co Ltd, Head Office-Mumbai		<i>April 2013– March 2016</i>
Profile	Assistant Marketing Manager - Brand and Corporate Communication	
Responsibilities	<ul style="list-style-type: none"> Planning and execution of Digital & Social Media campaigns – Content creation and Promotional activities Managing Online Reputation management – Sentiment analysis and CRM Product Communication - Managed product communication (Online & Offline) for 12 most selling products of SBI Life. Execution of TV, Radio, Airport Advertising campaigns. Responsible for Implementing IRDAI mandated Insurance Awareness Program in Tripura, Mizoram and Pondicherry through Mass Media, Sponsorships, Events and Direct Marketing 	
Highlights	<ul style="list-style-type: none"> Campaign Awards <ul style="list-style-type: none"> #GreatDad FY 2014-15: A special engagement campaign based on SBI Life's Great Dad TVC. The campaign received multiple awards including IndiaAA and Prime Awards Conceptualised communication route for six new products during FY 2014-16. 	

<u>MBA, GOA INSTITUTE OF MANAGEMENT</u>	<i>June 2011 - March 2013</i>
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<u>PRE-MBA WORK EXPERIENCE</u>

ABB India Ltd	<i>July 2009 – October 2010</i>
<ul style="list-style-type: none"> Sales and Marketing Engineer, Small Power Transformer Unit Vadodara, Management Trainee Commissioning and Designing Engineer at ABB India Ltd, in Process Automation- Cement Division Bangalore, Management Trainee 	

<u>ADDITIONAL EXPERIENCE</u>

<ul style="list-style-type: none"> Summer Internship at Micro Labs Ltd., Executed Line Balancing as Summer Project

<u>SKILLS & PROFICIENCIES</u>
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Software(s)	MS Excel, MS Word, MS Power Point, Office 365
Certifications	<ul style="list-style-type: none"> Goldratt Certificate of Achievement in TOC Business Innovation Level 3 Search Engine Optimisation Specialisation from UC Davis via Coursera

ACADEMIC DISTINCTIONS/CERTIFICATIONS

Award(s)	Achieved 3rd Place in Capstone International Challenge Fall 2012.
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ACADEMIC QUALIFICATIONS

Exam / Degree	Board / University	Year	Percentage	Grade/Equivalent
PGDM	Goa Institute of Management	2013	5.33/8	B
BE	Goa Engineering College, Goa University	2009	65.3	First Class
Std. XII	Goa Board of Secondary And Hr. Secondary Edu.	2005	74	First Class
Std. X	Goa Board of Secondary And Hr. Secondary Edu.	2003	82.3	Distinction

ACADEMIC PROJECTS

Goa Institute of Management	<ul style="list-style-type: none"> Created "Communication Strategy for Frugurt-Yogurt" as a part of Integrated Marketing Communication Course. Assisted "Chorao Farmers Club, Goa" to Expand their Retail Sales Area of Farm Products, eliminating Middle Man and increasing Farmers Margin, as a part of Corporate Social Responsibility at GIM
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POSITIONS OF RESPONSIBILITY/ PERSONAL INITIATIVES

Goa Institute of Management	<ul style="list-style-type: none"> Core Committee Member, Industry Institute Interaction Club-Club provides students opportunities to work on Live Industry Projects Member of Sponsorship and Logistics Team of Samridhi 2011 and 2012
Goa Engineering College	<ul style="list-style-type: none"> Public Relationship Officer, Student Council(2008) Executive Member of ELECTRA(E&E club) for four consecutive years Initiated Intra-College cultural festival, "Tandav"

EXTRACURRICULAR ACTIVITIES DURING ACADEMIC YEARS

Awards	<ul style="list-style-type: none"> NCC Army(2 Years), B-Certificate, Rank: Lance Corporal NCC Navy(3 Years), A-Certificate
Sports	<ul style="list-style-type: none"> Represented School at State Level Badminton Competition
Others	<ul style="list-style-type: none"> Participated in National Science Exhibition(2004-05)

INTERESTS AND HOBBIES

Interests	<ul style="list-style-type: none"> World History, Geo Politics, Geography, Consumer Psychology
Hobbies	<ul style="list-style-type: none"> Travelling, Cycling, Hiking and Camping Cooking Reading – Fiction, Sci-Fi, History. Favourite books include The Lord of The Rings, How Brands Grow, August Guns

PERSONAL INFORMATION

Notice Period	Not Applicable. Available for immediate joining.
Language(s)	Konkani, English, Hindi, Marathi
Date of Birth	10 th December 1987
Phone	+91 7506647677
Mail ID	rajas.pn@gmail.com
Permanent Address	AS1, Orchid Green Apartment Alto Duler Mapusa Goa, 403 507
Current Address	Bangalore, Karnataka. Open for relocation.