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Objective:

To secure a position within this industry, in order to utilize my theoretic knowledge, networking and community building at its best and practically contribute towards the growth of the company.

Work Experience:

The Chocolate Spoon Company Pvt Ltd: Marketing Manager for Pune
(August 8th 2018 to 12th Feb 2020)

Roles & Responsibilities-

- Ideation & developing the monthly marketing plan and marketing strategy.
- Coordination with 3rd party reservation and delivery apps. (change request, updating and hands on over mobile apps)
- Assisting design planning and creation for monthly print and media collaterals using Adobe Photoshop, After Effects and Illustrator)
- Creating campaigns and using Facebook ads manager to promote extensive campaigns. Sharing extracted data to funnel and understand the performance.
- Timely checking of campaigns via ads manager, Google analytics. Analysing Email & SMS marketing efforts through analytics on Hubspot and Mailchimp.
- Creating BTL activities, by studying new trends and cost effective ways for maximum optimization.
- Seeking collaborations for pop up and events and liaising with external teams.
- Ensuring that the offline & online strategy for respective promotions is executed in sync.
- Compiling competitor analysis & industry tracking trends via industry updates, forums, blogs and news.

UBA (United Basketball Alliance): Senior Assistant Marketing Manager
(July 2017 to May 27th 2018)

Roles & Responsibilities-

- Conduct sport market research and customer/client preferences for sponsor pitches.
- Create marketing strategies through planning and research of sports industries via external market research companies like IMRB International & RNB Research.
- Collateral designing, website and print designing using Photoshop, Illustrator, After Effects.
- Creation and execution of ATL activities closer to the sporting season via app tieups, digital banners and media tie ups, influencer outreach collaboration.
- Creating of KPIs for measuring content performance on campaigns via social media and GDA.
- To study changes in product and marketing trends via blogs and forums on LinkedIn, Bloomberg, Insider, Investor Forum

XEBEC DIGITAL MARKETING: Sr. Client Servicing (*Jan 2016- May 2017*)

Roles & Responsibilities-

- Helping media team analyse and optimize performance of campaigns on social media, Taboola and Google.
- Analysing results on Google analytics.
- Seamless coordination within all depts. in Xebec, namely social media, creative, search engine marketing and media buying to drive ROI and establish branding.
- Analysing consumer behavior via Hubspot, Facebook Ads Manager, Google and using data to optimize marketing efforts.
- Helping senior executives in making the digital campaign live on Google banner ads, Pop ups ads. Creating of Landing pages, and micro sites.
- Generating reports with insights - media reports, analytics, and social media reports.

Clients Handled: Philips Lighting India, Serendipity Arts Festival, ZIOX Mobiles, VLCC, Phoenix Marketcity Pune, Gaana.com, VIBGYOR Schools, Times Pro.

LIMRA DEVELOPERS: Sales & Marketing Executive (*2014-2015*)

Roles and Responsibilities:

- Acquiring new clients & Marketing and Promoting the assigned project.
- Maintaining Customer Relations and creating campaigns for remarketing via BTL activities.

AFTER 8 EVENTS: Marketing Communications (*2011-2013*)

Roles and Responsibilities:

Managing Marketing Functions:

- Promotions & Advertising via Social Media ,Ground Promotions
- Building new business cliental:
 - a) Preparing Presentations
 - b) Initiating Sponsors
 - c) Creating contemporary Business Models.
- Recruiting fresh talent for distinct streams for the company.

MAHAVIR SALES COPORATION (*2008 – 2010*)

Roles and Responsibilities:

- Marketing the product and procure business for residential and industrial zones.
- Checking on operations for inventory and accounts

Educational Qualifications:**Year:****Qualification:****Institute:**

Year 2006:
Place: Pune

SSC

St. Vincent's High School

Year 2008:
Place: Pune

HSC

Ness Wadia College of Commerce

Year 2011:
Place: Pune

B.COM

Ness Wadia College of Commerce

2013-2015
Place: Pune

Masters in
Marketing Management

Neville Wadia Institute of Management

Professional Skill Set:

Computer Software: MS PowerPoint, MS Word and Excel

Event Management and Public Relations

Social Media Management

Digital Marketing: Theoretical knowledge on basics of SEM(Search Engine Mechanism), Google analytics, SEO (Search Engine Optimization), ORM (Online Reputation Management), E-Mailer and Re-marketing activities and Media Planning, Content planning

Languages Spoken:

English, Hindi, Marathi, Punjabi, Gujarati.

Notable Achievements:**Sports:**

- Winner All India YMCA Championship At Goa In Basketball (2011)
- Represented Pune University (Basketball) (2009-2010)
- Represented Maharashtra for Basketball (2006-08)
- Best Athlete Award (Ness Wadia College of Commerce) (2010)
- Acquired N.C.C (Army) "C" Certificate
- Represented Pune district for Handball & Hockey (2004-2006)
- Collaborated with Fitato as their Brand Ambassador.

References:

- Available on request