



Name: K.MANASA

Contact Details:

Current Address

FLAT NO-302, Kiran Enclave,
Zed Corner, Keshav Nagar,
Manjari Road.
Pune-411033

Personal Data

Gender: Female
DOB: 22nd Dec 1995
Email: manasara02295@gmail.com
Mobile No: 9766627816

Career Objective: -

To achieve success in the field of digital marketing through taking a challenging role in a reputed company that would give me enough scope to steer towards fulfilling the organization's objective to achieve the goals and moving ahead in my career.

Professional Qualification:-

PGDM - Post Graduate Diploma in Management (AICTE Approved), from International Institute of Management & Studies (IIMS Pune) batch 2016-2018.

Major --- Marketing

Minor --- HR

Semester	1 st	2 nd	3 rd	4 th
Marks (%)	65	70	72	Results Awaited

Academic Records:

COURSE	Year	School/College	Board/ University	Performance
B.B.M (Bachelor in Business Management)	2013-2016	GVP College For Degree & P.G Courses VISAKHAPATNAM	Andhra University	8.7 (CGPA)
HSC	2013	Sri Chaitanya Junior College, PM Palem. Visakhapatnam	State board (A.P)	86%
10 th	2011	S.E Railway Mixed Higher Secondary school, KHARAGPUR	ICSE	50%

Work Experience:-

Company Name: Namek Technologies

Designation: Digital Marketing Executive

Duration: 1 Year (Present)

Key Responsibilities:

- Coordinating online marketing campaigns on all social and digital media platforms.
- Designing of websites, brochures and guides etc.
- Creating content for email marketing campaigns.
- Working on word press for core level integrations.
- Optimizing landing pages, websites and page content.
- Designing, creating and managing content across multiple communication platforms.
- Designing, building and managing the online and our social media presence.
- Developing and managing digital marketing campaigns.
- Evaluating customer research, market conditions and competitor data.
- Strategic Planning and Implementation – Identifying, designing, preparing and running online Digital Marketing campaigns and customer acquisition campaigns.
- Campaign Management - Tracking conversion rates, measure and report performance of campaigns and make necessary changes to the campaigns /offerings, the company website and Social channels.
- Work closely with sales teams to formulate the digital strategy
- Identifying and implementing site enhancements and improvements in usability and design.
- Continual SEO development including keyword research and site optimization.

Core Competencies

- Content Marketing.
- Social Media Marketing
- Internet Brand Marketing
- SEO
- Email Marketing
- Keyword Research and Analysis
- Web Development
- Website Strategy and Design

Summer Internship:-

Company: INFO EDGE INDIA PVT. LTD, (Shiksha.com), Pune

Duration: 3rd May 2017 to 3rd July 2017 (2months).

Project Title: "Shiksha Lead Analysis".

Project Profile:

- Working module of Competitors/Products, Service offered/ Pricing/Feedback from market.
- Identify key trends and prospects from client and industry perspective.
- SWOT analysis of Shiksha.com over competitor.
- Interacting with students who have applied to high value clients of Shiksha.
- Managing and creating data-base in excel sheet with the remarks of students and sharing with the clients.
- Providing daily report of the no. of calls made to the reporting manager.

Professional Certification:-

- Attended the one week Ecole Solitaire Finishing School Program for management students of Sai Balaji Group of Institutes, titled "**Ordinary to Extraordinary**" conducted by internationally acclaimed and India's leading motivational speaker and success coach "MR.MINOCHER PATEL" Founder director Ecole Solitaire.
- Certified in Tally ERP 9.
- Certificate in intensive workshop on Digital Marketing by optimized InfoTech.

Achievements & Honors:

- Stood first in Mime Competition on "Women Empowerment" in event conducted during OCTAVE 2016 at Sai Balaji Group of Institute, Pune.
- Stood first in the intra-college management meet (FOSTER) organized by **Gayatri Vidya Parishad (Visakhapatnam)**.
- Member of the organizing committee of the national meet "VISTA 2016 " conducted by IIMS (Sai balaji society,pune).
- Appreciated awarded in Extempore Competition in the RYLA program meet held on 26th November 2016 conducted by Rotary Club Of Chinchwad Morya, Pune.

Social Activity:

- Certified as helped in organizing vizag youth voice as a part of **AIESEC** in Visakhapatnam.
- Member of a club named “YOUNG INDIA” which is a part of CII.
- Member of the organization named “CLIMBERS”.

Hobbies:

- Exploring to new places
- Playing Indoor Games
- Social Activities

Declaration:-

I hereby declare that the above information provided by me is true to the best of my knowledge and belief.

Date:

Place: Pune

(K.MANASA)