

Shobha B Tukadiya

Resume Highlights:

- BCOM from Guru Nanak College
- Digital marketing executive

Mobile: - +91 8767338633
Email:rajshobha160@gmail.com

OBJECTIVE

To work in an organization that has a highly dedicated & professional environment and to enhance my career

EDUCATIONAL QUALIFICATIONS

- Bachelor of Commerce from Mumbai University with aggregate 58%.
- Higher Secondary School from Maharashtra State Board with aggregate 53%.
- Secondary School from Maharashtra State Board with aggregate 81%.

WORK EXPERIENCE

1. Sayla Estate Agency from August 2019 – January 2023.

Role: Digital Marketing Executive

- Responsible for handling the social media platform independently for the company.
- Interact with our online community, respond to comment and foster positive response
- Day to day content planning, posting and management across the channel
- Generate edit published daily contents on WhatsApp that builds meaningful connection and encourages
- Responsible for Creating & optimizing advertising campaigns on Facebook and Instagram.
- Make Creatives of properties and projects.
- Facebook and Instagram Ad Campaign and post boost.
- Handling 2 Pages of social media account
- Posting Story and Whatsapp Property ad in status on regular basis
- Doing calling for the leads generated through Advertisement.
- Handling Rental villa and bookings
- Generating B2B and B2C business.
- Taking care of the management and staff of the rental villa.
- Solving the queries of guests and serving them a better service.

2. Pro Realtors: April 2017 – April 2019

Role: Data Support Executive

- Make manual entry of data using B2B software
- Attending incoming calls from clients to resolve their queries
- Also calling clients to obtain clarification on the data shared prior making entries into the software
- Efficiently handling emails and actioning it
- Making reports and keeping database up to date

TECHNICAL SKILLS

- Tally ERP 9.0
- MS-CIT passed
- Advance Excel
- DTP
- Microsoft Office (Word, Excel)
- Graphics using Canva.com
- PDF To Word Conversion
- Self-motivated
- Quick Learner
- Planning and organizing

PERSONAL QUALITIES

- Problem solving
- Team Player

PERSONAL DETAILS

Name : Shobha G. Rajbhar
Address : 31 E, Sangam Nagar, S.P. Road, Antop Hill, Wadala (E), Mumbai -400037
Date of Birth : 16th Sept., 1994
Sex : Female
Nationality : Indian
Religion : Hindu
Languages Known : English, Hindi and Marathi.
Marital Status : Married
Hobbies : Playing game, Listening music, Cooking

DECLARATION

I hereby declare that all the information provided by me in this application is factual and correct to the best of my knowledge and belief.

Mrs. Shobha B. Tukadiya