



SNEHAL DESHPANDE

Process Manager - Digital Marketing

Total Experience -13 Years

Contact - 7887541991

email - snehaltushar07@gmail.com

Team Handling - Handled team of 60 members

PERSONAL BACKGROUND

Having work experience of more than 10 years in Digital Marketing & Marketing Communication. Handled Marketing activities both online and offline, Corporate Marketing, B2B Marketing, B2C Marketing, Designing Strategies (Marketing, Calling / CRM & Sales), Budgeting etc

Key Responsibilities: SEO (Meta's | Social Bookmarking| Article Submissions | Blogs | Content Management | Site Listing etc), Social Media Marketing, SMS Marketing, Content Planning & Writing- Scripts, Theme, Story lines etc., Corporate Communication, Graphic Design Strategizing, Email Marketing, Market Research, Strategic Planning, Vendor and Client handling, Media Buying and Media Planning, Google Adword, SEM, Customer Relationship Management, PR, Affiliate Marketing, Lead Generation, On-Field Marketing, Print Media, B2B Presentation, Conducting Events and Presentations etc Can work / worked as an individual on Omni channel projects.

GET IN TOUCH WITH ME

Cell:7887541991

Email: snehaltushar07@gmail.com

Address : Flat No 101 High Field Park, Pimple Saudagar, Pune.

QUALIFICATION HISTORY

Jaipur National University

MBA - Marketing

Pune University

Bachelor In Computer Applications

Maharashtra State Board

HSC

Maharashtra State Board

SSC

WORK EXPERIENCE

Project Manager - Digital Marketing

eClerx | 7th April 2022 to Jan 2023

- Web-Operations & Management (Web Development & QA)
- Site Search To Improve User Experience.
- Content Analysis, Creation & Management
- Market Place Marketing
- Provide End-To-End Project Management
- Scope Project Requirements And Prepare Budget
- Develop A Detailed Project Plan And Monitor Progress
- Collaborate With Internal Teams To Design, Develop And Implement Digital Projects
- Deliver Projects On Time Ensuring Quality Standards Are Met
- Monitor And Report On Google Analytics Metrics
- Communicate With The Team And Ensure All Members Are On Board With Delegated Tasks
- Highlight Potential Risks or Malfunctions And Act Proactively To Resolve Issues
- Seek Opportunities For Improvement And Suggest New Projects
- Performance Review Meetings

AGM - Digital Marketing

98th Percentile | October 2021

- Manage, Oversee & Analyze Prime Projects.
- SEO Management (On-Page & Off-Page) (Meta's | Social Bookmarking| Article Submissions | Blogs | Content Management | Site Listing etc.
- Organic & Paid SEO activities
- Content Creation & Management (Web Content , Social Media, Print Media)
- Managed online campaigns for various programs- Organic & Paid,
- Effectively driving brand awareness and engagement
- Delivery Meetings & Presentation
- Team Handling - Digital Marketing Team, Communication Team
- Performance Review Meetings
- Worked on Google Analytics , Web Master etc.
- Campaign Planning etc.
- Marketing Communication, Visualization, Campaigns, SMS | Email | WhatsApp Marketing | Social Media | PPC | Print Media etc.



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WORK EXPERIENCE

HOD - Delivery & Branding - Digital Marketing

Innoserv Digital

- Employer Branding Activities & Strategy Designing
- Managed online campaigns for various clients- Organic & Paid, effectively driving brand awareness and engagement
- Client Delivery Meetings & Presentation
- Team Handling - Account Managers & Digital Marketing Team.
- Performance Review Meetings
- Campaign Planning etc.
- Marketing Communication, Visualisation, Campaigns, SMS | Email | Whatsapp Marketing | Social Media | PPC | Print Media etc

HOD - Digital Marketing (India)

Arsh Management Partners

- Managed online campaigns for various clients- Organic & Paid, effectively driving brand awareness and engagement - Govt. Project, Real Estate, Amazon (E-commerce) , Education, Finance & CA.s etc
- Increased traffic to social media accounts by 80%
- Team Handling
- Marketing Communication, Visualisation, Campaigns, SMS | Email | Whatsapp Marketing | Social Media | PPC | Print Media etc

HOD - Digital Marketing (West India)

Trivium Media Group

- Helped the brand achieve a strong online media presence by handling day-to-day activities- (Clients Handled - Real Estate, Fashion, Education, Automobile , In-house Agency Branding)
- Assisted in developing concepts with viral potential & Lead Generation
- Team Handling - On Shore (Content, Designers, PPC, Social Media, Email Marketing, Account Managers, Digital Marketing Interns)
- Off-shore (Third party vendors, FM , TV, In-Cinema Vendors etc)



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WORK EXPERIENCE

HOD - Digital Marketing

Wellwisher Group

- Lead Generation - Google Adwords/ Facebook Adwords
- Handling/ Training Pre-Sales Team
- Handling / Training Sales Team (On-field)
- Social Media Marketing Planning and Execution to increase likes and followers
- Corporate Communication & Presentation
- SMS Marketing for both lead generation and CRM
- Content Writing for In-bound Marketing
- Graphic Design Strategizing & visualization
- Email Marketing for both lead generation and CRM
- Market Research
- Strategic Planning for campaigns
- Vendor Management

Corporate Trainer - Digital Marketing

Akrel Media| 15th June 2015 - 5th Dec 2015

Account Manager - Digital Marketing

Amura Marketing Technologies| 17th Dec 2014 - 11th June 2015

Sr. Executive - Digital Marketing

Universal Training Solutions| 28th Aug 2012 - 3rd Dec 2014



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TEAM HANDLING EXPERIENCE

- Handling team of 10 members - Delivery & Digital
- Handled team of 60 members, 40 Digital Marketers & 20 Operations team members at Arsh Management Partners.
- Handled team of 10 Online Sales Executives – Universal Training Solutions
- Handled 5 teams as Team Coach – Universal Training Solutions
- Handled team of 10 members (Digital Marketing Core Execution Team)- Amura Marketing Technology
- Handled team of 10 Customer Relationship Management Executives/ Manager – Wellwisher Group
- Handled team of 6 Marketing and Sales Executive / Manager – Wellwisher Group
- Handled team of 15 Marketing / Digital/ PR / Graphic Designing Executives, 3 Sr. Managers, 2 Deputy Managers, 5 Interns. And business development team from Mumbai, Bangalore, UAE, Kolhapur, Aurangabad, Pune

OTHER SKILLS:

- MS Office (Word/ Excel/ Powerpoint)
- Infography tools (Infogr.am)
- Designing tool (Canva)
- Survey Monkey (Research Tool)

PERSONAL COMPETENCIES

- Ability to work in a fast paced environment to set deadlines
- Highly organized with a creative flair for project work and presentations
- Enthusiastic self-starter who contributes well to the team

INTEREST AND ACTIVITIES

- Painting
- Writing/ Blogging
- Basketball

DIGITAL EXPERTIES

- Google Adwords
- Google Analytics
- Facebook Advert
- SMS & Whatsapp Marketing
- Email Marketing
- Social Media Branding & Promotion
- Website Essentials & Planning
- SEO
- Content Marketing
- Visualization
- Media Planning
- Media Buying

Place- Pune, Maharashtra
Name- Snehal Deshpande