

## **Dharmendra kumar khare**

Delta 1st Gr. Noida (U.P.)

Pin code-201306

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### **Career summary**

- Since More than 11 years, I am working in **Digital Marketing Team, Sharda University** having presence in Skill Development, Education and Healthcare. sector.
- A dynamic and effectual professional with more than 4 years of rich experience in Strategy & Operations Planning. The responsibilities handled so far include:

### **Project on**

- **Sharda University India**
- **Sharda University Uzbekistan**
- **Sharda Medical College**
- **Sharda Hospital India**
- **Sharda Launchpad**
- **Sharda LMS**
- **RSPL Infra**

### **Operations Planning. The responsibilities handled so far include:**

- Website Maintenance and content updating for Sharda Univerities Portals
- Digital marketing Analysis
- Search Engine Optimization(SEO)
- Social Media marketing ( SMO)
- Competitors Analysis, SWOT Analysis, Online Marketing Strategy Content strategies
- Experience of website analysis using a variety of analytics tools including Google Analytics, Google Webmaster.
- Campaign Set up and Landing Pages optimization for Admission enquiry.
- Lead Generation/Analysis from all educational portal and coordinating with vendor regularly. Minglebox, Career360, Entrance Corner, MBA Universe etc.)
- Handling all the assigned SPOC of 80 Departments of Sharda University for content gathering the and updating in website as well also develop the marketing Strategy of Individual Departments and courses Promotions.
- Developed multi-platform advertising campaign for retail client.

- Executed digital strategy for account, while also outperforming competition in all engagement metrics.
- Collaborate with marketing staff in the development and production of visual content.
- Coordinate live-streaming events' social media interaction and broadcast. Assist with creating post-production content for further use across media channels.
- Create content for email marketing campaigns.
- Identify social media opportunities and develop an actionable plan for execution.
- Recommend and develop strategies for growing and leveraging our social media follower base using promotions, contests, polls, ads, surveys and referral programs.

**Tools Used:** Google analytic, Keyword search, Alexa, Google Webmaster, Semrush, NetCore MS Office (Word, Excel, Power point), MS Project, HTML, Photoshop cs6,.

#### **Duties and role in previous years 2012-13**

##### **Quality Assurance:**

- Brand Perception Survey and related audits.
- Designing & Conducting Students satisfaction Report & Faculty audits.
- Departmental Infrastructure satisfaction survey for both National and International students.
- Monitoring and auditing of documents to ensure high standards of quality.
- Providing weekly and monthly performance reports to senior managements.
- Digital Marketing activities, Social media and online marketing.
- Making sure that all QA records, data & information are available to senior managements.

#### **Skills**

- Digital Marketing Analysis
- SEO
- SMO
- Online Marketing
- Competitors Analysis,
- Website updating
- HTML based language
- Word press
- Quality Assurance
- Photoshop cs6
- SEO/SCM expertise desired
- Exceptional creativity and design skills
- MS Office ,Excel, Power point

**Academic Qualifications**

Examination	Percentage	Board/University	Year
MBA*	Pursuing	SMU	Pursuing
B.Tech	62%	UPTU	2011
Intermediate	66.8%	U.P. Board	2007
High School	76%	U.P. Board	2005

**Personal Information**

Father's name : Mr. Kranti Kumar Khare  
DOB : 05, February, 1991  
Gender : Male  
Marital status : Married  
Permanent address : C-15, Irrigation colony, Bajararia Mahoba (U.P.)  
Nationality : Indian  
Linguistic Proficiency : English & Hindi.

**Declaration**

I hereby declare that all above information is true to the best of my knowledge.

Place: Gr. Noida  
Date:

(Dharmendra Kumar Khare)