

PRADEEP SHANDILYA

+91 – 9650299511

pradeep.shandilya@gmail.com

H – 64, Karam Pura, Delhi, India

- An organized creative professional skilled in design marketing materials and strategies for the company to achieve business goals for business development.
 - Good communication, negotiation, relationship building skills with clients, vendors and internal teams.
 - Good understanding and knowledge of SEO, SMO, SMM, Google Ads, Analytics, E-Commerce, UI & UX.
 - Excellent working knowledge of Adobe CS6 and MS-Office (Word, Excel & Power Point).
 - Skilled in design/redesign/improve website/app with strategy for brand, marketing and business objectives.
 - Experienced in designing websites, micro sites, landing pages, e-mailers, banners, print ads, business cards, brochures, wire frames, mockups, prototypes, user interfaces and other marketing stuff.
 - Detail-oriented, self motivated, good team player with problem solving and decision-making capabilities.
 - Looking forward to contribute my many years of mix experience, knowledge and skills to an innovative organization.
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Work Experience

Self Employed – Consultant Marketing | Trainer

June 2016 – June 2019 | June 2022 – Present

Work with new startups, small businesses and educational institutions to run and grow their business smoothly by providing them marketing material and a strategic support system towards their business goals. Managed overall operations from creation to quality analysis of campaigns, take corrective measures to improve the quality.

- Manage the creation of marketing materials, collateral for sales support.
- Develop social media marketing strategies to help brand building of the company.
- Ensuring that day-to-day and project related marketing support is provided through in-house programs, brand resources or other third party providers.
- Responsible for promoting support services such as web sites, mobile apps, and other third-party arrangements.
- Developing strategic brand plans, including objective, strategy, and tactics, competitive analysis, ensuring brand growth goals are met.
- Manage product listing on E-Commerce platforms like Amazon, Flipkart, Firstcry, Mytra and many more.

Monster.com India Pvt. Ltd. | Noida, Uttar Pradesh

Asst. Manager | 2012 – 2016

- Managed overall online creative operations from creation to quality analysis of campaigns, take corrective measures to improve the quality for Monster Media Works.
- Quality analysis of campaigns (display ads, emails, landing pages etc.) being developed using defect analysis, and code reviews, and take corrective measures to improve the quality.
- Managed interaction with internal teams like Product, Technology, CR, Marketing and Monster Media Works to understand the requirements and support in integration and final testing for the deliverables for creative team.
- Developing and leading multi-skilled team to ensure timely delivery of the projects and organized well-structured training programs to enhance skill sets and create awareness of the latest developments.
- Managed overall creative operations of Monster Media Works (IAF) and Monster College (Campus Assessment and Hiring platform of MonsterIndia.com).
- Managed visual designs and Frontend development of Monster College using HTML5, CSS3 and JQuery.

Monster.com India Pvt. Ltd. | Noida, Uttar Pradesh

Senior UI Designer | 2008 - 2012

Web Designer / Jan 2005 – 2008

- Offered the chance to work independently on the various project of Govt. Solution Department, which included attending preliminary meetings with clients and finalizing concept design.
- Managed visual designs and Frontend development of Employment News, Delhi Police Recruitment Drive, CSCRoZgarDuniya, DGR India, ONGC Recruitment Drives, etc.
- Designed visual design for websites, micro sites, landing pages, mailer, banners, print ads, brochures, wire frames, mockups, prototypes, user interfaces with strategy for brand, marketing towards business objectives.

- Leading and guiding the team and set out performance parameters/ deadlines; held review meetings and monitor the progress of the project as per schedule, and ensuring timely completion and delivery of the project.
- Carrying out portal updates, updating the html files and new technologies etc.
- Assisting in requirement analysis, coding, testing, implementation and maintenance.
- Mentoring, motivating and directing the team while driving them to achieve project related metrics and requirements

IndiaMART InterMESH Ltd. | Web Executive

Noida, Uttar Pradesh | Feb 2004 - Feb 2005

- Worked for travel department of the company, responsible for creating sites and micro sites for internal and external clients of the company with SEO research and other SEO related enhancements, creating other marketing / advertising stuff like banners and mailers.

Education

PG Diploma in Marketing & Advertising

Bhartiya Vidhya Bhavan / 2017

Bachelor of Arts

University of Delhi / 2001

Diploma in Web Centric Computing

NIIT / New Delhi / 2001

Certifications

Google Analytics

Google Analytics Academy / Dec - 2021

Certification in Online Marketing Analytics

NIESBD / Noida / 2016

Personal Info

Father`s Name : Late Sh. B. R. Shandilya
Date of Birth : 03 | 10 | 1978
Marital Status : Married
No. of Children : 2