

Maaz Imtiyaz Ghalte

Date of Birth: 26th August, 1996

Email: ghaltemaaz@gmail.com

Mobile No: +91 7208439627

Passport Details: S6834098

Marital Status: Unmarried

Address: Room No.23 Building No.2 Utkarsh Nagar B.P.T Colony Chinch Bunder
Sandhurst road Station Mumbai 400009.



Completed Certified Course in Digital Marketing from LIPS India Institute.

Work Experience

1. Worked in One Shop Solution Agency

Position – Social Media Marketer (Digital Marketing)

Duration: January 2020 – December 2020 (1 Year)

Key Responsibilities

- Hands on Experience on Lead Generation Campaigns for Various Projects.
- Develop & Execute Strategies for Campaign Structuring, Targeting, and Other Aspects of Ads.
- Manage Client Relationships, Campaign Management & Business Operations.
- Generate Daily, Weekly, and Monthly Ad Performance Report of Campaigns as Well As Callings.
- Develop and Create Email Test Strategies to Refine Email Campaign, Includes Content, Images, Colours, Messages, Subject Lines, etc
- Plan, Develop and Execute SMS Marketing Campaigns.

2. Worked in Shapoorji Pallonji & Co. Pvt. Ltd

Position – Sales Executive

Duration: July 2019 – December 2019 (6 Months)

Key Responsibilities

- Focusing Heavily on Channel Development and Create Strong Channel Partnerships Within the Region.
- To Act as the Critical Link Between Various Channels & Closure Managers, to Develop Robust Customer Walk-In.
- Evaluating and Optimizing the Effectiveness of Channel Sales at Each Site by Intelligent.
- Identification, Development and Allocation of Channels.
- Maintaining Accurate Records for Activities Conducted and Meetings Done.
- Recommending & Execute Strategies to Ensure Uninterrupted Walk-Ins Comprising of the Right.
- Targeting Group of Customers for the Specific Project Sites Assigned, From Various Channels.
- Managing all Channel Related Trackers and Review.
- Preparing and Execute Action Plans for Each Allocated Project for a Weekly, Monthly and Quarterly Basis in Coordination with the Marketing Team So That Effective Walk-Ins and Closures for the Site is Achieved.

Internships

Summer internship Duration: May 2019 – June 2019 (2 Months)

Company- IEIBS AKADEMIA

Title – Marketing Intern for PGDM, MBA and MMS Course.

Client acquisition, Data collection, handling appointments and Bringing walk-ins.

Project Work

- Business plan of Artificial Agro Forest.
- Project on Hotel Management “Rescave”.
- Project work on an Empirical Study of Employee Motivation.
- Member of the Core Committee for SPORTSDEMIA 2018- Cultural Sports Event of IEIBS AKADEMIA
- Worked as an Active Member for Getting Sponsorship in College.

Key skills

- Microsoft Excel
- Microsoft PowerPoint
- Marketing
- Social Media Advertising

Academics

Course	Institute & Board	Year of Passing	Aggregate Percentage
MMS	Oriental Institute of Management	2020	60%
BMS	Siddharth College of Commerce & Economic, Mumbai University	2017	60%
H.S.C	Habib High College of Commerce & Arts, Maharashtra State Board	2014	58%
S.S.C	Habib High School, Maharashtra State Board	2012	49%

DECLARATION

I Hereby Declare That All the Information Furnished Above Are True and Correct to The Best of My Knowledge and Belief.

Date:

Place: Mumbai
Maaz Imtiyaz Ghalte