

Career Objective: To contribute to the organization, constantly upgrade my knowledge and skills and make a difference in whatever I do.

Educational Profile

M.C.A	B.Y.K. College, Nashik	2010-2013	64%
B.COM	B.Y.K. College, Nashik	2006-2009	67%
HSC	B.Y.K. College, Nashik	2004-2006	60%
SSC	Rachana Vidyalaya	2004	60%

Certification

DIGITAL MARKETING : GOOGLE ADWORDS CERTIFIED

- Advanced Course in Digital Marketing Successfully Completed from **LAVENIER INSTITUTE OF PROFESSIONAL STUDIES**, Mumbai.
- Google Ad-words certification done.
- Well versed with On-Page/Off-Page SEO, Keyword Research & Analysis, Google Analytics, AdWords, WebMaster, AdSense.
- Social Media (Facebook, Twitter, Linked-in) Optimization, Basic Knowledge Of HTML, Internet Applications & Web Technologies.
- Affiliate Marketing, Remarketing, Email Marketing.

Technical Skills

Digital Marketing | SEO/SEM | SMM/SMO | Email Marketing | Google Analytics |
Adobe Photoshop | CorelDraw | Word press | HTML | CSS | MS Office

Career Experience

Digital Marketing Executive: Minitel Systems (I) Pvt. Ltd, Nasik [Dec 2014 – Present]

- Manage, design & implementation Email marketing campaigns for Channel & corporate business development for IT Hardware & software products.
- Organizing market development events, seminars with Principle OEMs (Microsoft, Autodesk, Corel, Lenovo, HP)
- Involved in designing product portfolio, brochures, Email templates, custom designs etc.
- Handling social media marketing on facebook, profile handling on LinkedIn.
- Lead generation from campaigns & other E-sources for software compliance team.
- Working out & reimbursing rebates & MDF funds.
- Leading in implementation of CRM ERP application – Deskera.

Technical support: ACE Solutions, Nasik [Jul 2013 – Nov 2013]

- Responsible for Data processing, QA, QC of Article documents.
- Coordinated with clients, reporting & dispatching the data.
- Handled team of 10 with task scheduling & work allocation.

Working Project

Digital Marketing Live project at LIPS: Connect a Bank

Google adwords search & display campaign for Connect a Bank [www.connectabank.com] promoting their Home loan products to generate leads from Thane & Navi Mumbai audience. Generated analysis reports on Campaign level & ad group level.

Application Development : Lady Cute Hair & Beauty Salon

Responsibility Handled: System Analysis & Design, Coding, Testing & Implementation. Application provides utilities to maintain client's basic details, their service/ treatment history, generate products/service invoices, inventory management and bulk promotional SMS.

Personal Details

Date of Birth : 1st June, 1989

Languages Known: English, Hindi, Marathi

Address: 02, VasantSmurti, Patil Lane no.3, College road, Nasik.