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## PROFILESUMMARY

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- Solution's focused, Meticulous and result- oriented professional with 3+ year of experience with diverse roles distinguished by commended performance and proven results.
- Currently associated with 3iTree Software Solutions as Digital Marketing Executive & Marketing Executive involved in all activities related to Marketing, Digital Marketing, Campaign Marketing, and Brand Management.
- An out of box thinker with a flair for identifying and adopting emerging trends and addressing industry requirements to achieve organizational objectives and profitability norms.
- Excellent interpersonal, Communication and organizational skills with proven abilities in team management and planning.

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## CORECOMPETENCIES

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>Marketing	>Social Media Marketing (SMM)	>Search Engine Optimization (SEO)
>Brand Management	> Campaign Management	> Search Engine Marketing (SEM)

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## ORGANISATIONAL EXPERIENCE

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Organization: 3iTree Software Solutions.  
Location:Nashik.  
Period: 1<sup>st</sup> July 2017 to TillDate  
Role: Digital Marketing Executive.

### JobRole:

- Managing digital marketing brand campaigns including, Email marketing, organic search, newsletter marketing and all agency deliverables.
- Creating engaging social media strategies and executing plans that cultivates targeted audiences, increased web presence, and enhanced brand awareness.
- Monitoring the success of Social Media Campaigns & SEO through media analytics.
- Assisting the company's business development team in developing proposals within the digital marketing segment.
- Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management
- Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns.

- Assisting the company's business development team in developing proposals within the digital marketing segment.
- Reporting of campaigns with in-depth analysis of the performance of keywords, ad copies, bounce rates, etc.
- Formulating a digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click.
- Assisting the Senior Brand Manager in the development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility.

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Organization: GM Expertise

Location:Pune.

Period: 10<sup>th</sup> May 2016 to 26<sup>th</sup> June 2017

Role: Digital Marketing Executive.

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Organization: EziiTours

Location:Pune.

Role: Digital Marketing Executive

Period: 6<sup>th</sup>Oct 2014 to 22<sup>nd</sup> April 2016

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Organization: Peps Pvt Ltd.

Location:Nashik.

Role: BDE

Period: 9<sup>th</sup> Dec 2013 to 20<sup>th</sup> Sep 2014

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### **ACADEMIC DETAILS**

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- BBA with a Specialization in Marketing from BYK College of Commerce, Nasik in 2012 with 58%
  - MBA with Dual Specialization in Marketing & Finance from Amity Global Business School, Pune in 2014 with 6.5 CGPA.
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### **IT SKILLS**

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- Knowledge of MS Office, Google Analytics, Google Ad Words, SEO, SEM, SMM,
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### **PERSONAL DETAILS**

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- Date of Birth:24/09/1988
- Nationality:Indian.
- Languages Known: English, Hindi, Marathi,German(Basic)
- Address: Wrundavan Supermarket, behind Toyota showroom, plot no. 911/2/8, Wasan Nagar, Pathardi phata, Nashik.