**CURRICULUM VITAE**

**Name of the student** MilindUdayKachole

**Date of Birth: DD/MM/YYYY** 6/04/1988

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**Permanent residential address** : Mathura Colony, Rahatni Pune- 411017

**Specialization:** Marketing

**Career Objective**

“Seeking a challenging carrier in Digital Marketing”

**Academics**

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| --- | --- | --- | --- | --- |
| **Degree** | **Year of Passing** | **Institution** | **Board/**  **University** | **Division** |
| M.B.A.  .(Marketing) | 2010-11 | MarathwadaMitramandal`s Institute of Technology, Lohagaon, Pune | Pune | Higher  Second Class |
| B.B.A .(Marketing) | 2008-09 | K.T.H.M. College, Nashik | Pune | Second  Class |
| H.S.C. | 2005-06 | Art`s Science and Commerce college, Rahuri | Pune | First Class |
| S.S.C. | 2003-04 | Vidyamandir Prshala Rahuri | Pune | Second Class |

**Business Exposure**

**Work Experience**

* **Worked in Naina Chemicals as a Marketing Executive**.

(From Dec 2011 –Oct-2013)

* Introduce the products to Managing directors, Directors
* Give Quotations
* Sales Process
* Give trial of the products if required
* Coordination in the delivery process of the products
* After-Sales Services
* **Worked in Technooyster as a Digital Marketing Executive**

(From14 Feb 2017 to 30 Mar 2019)

* Working On Different Projects for Digital Marketing
* SEO (Search Engine Optimization)
* Website content updating, website ranking, Blogs, solve website related problems, improve website performance with the help of google analytics & webmaster tool
* Social Media Marketing (SMM)
* Festive post, product related post, Increase followers n social media
* Create Adwords Campaign
* Generate leads through Google ads
* E mail Marketing
* Email marketing campaign
* Formulate the Digital Marketing strategies according to requirement
* **Working in Infinity Automated Solutions Pvt Ltd as a Digital Marketing Executive** (From 1 Api 2019 to 30 aug 2020)
* Search Engine Optimization (SEO)
* Update website content & images time to time
* Write blogs & post it on different blog posting sites as well as on the website
* Time to time update sitemap of website
* Keyword research for the website content
* Improve website loading speed
* Solve website related problems
* Update Meta title & meta description of the website
* Update h1,h2 tags of the website
* Update alt tags of the images
* Coordinate with website development team for website changes
* Time to time competitors website analysis
* improve website performance with the help of google analytics & webmaster tool
* Social Media Marketing (SMM)
* Improve social media presence of the website
* Try to improve followers & likes of social media accounts
* Create festive post on social media account
* Create post for national & international days
* Create post related to products or solutions offered by the organization
* Create images for social media post
* Improve reach & views & reach of the You tube videos by updating title & descriptions of you tube videos
* Create brand awareness through facebook paid ads
* Create Adwords Campaign
* Create & maintain Google ads campaign
* Generate more leads by minimum cost per click
* Remarketing for the audience who already visited our website
* Generate leads through google ads search network campaign
* Create brand awareness through Google ads display network campaign
* Create you tube video campaign
* E mail Marketing
* Maintain Google my business Page
* Create a post related to updated products in google my business
* Create general post in google my business
* Frequently create a post in the GMB for different products & solution to increase reach
* Create a free account in the India mart & updated the product
* Formulate the Digital Marketing strategies according to requirement
* Generate Leads
* Manage & Co ordinate Events & Trade Fairs
* Design & Printing Marketing Material
* Co ordinate with sales Team

**Certifications**



**Skills & Knowledge**

|  |  |
| --- | --- |
| * Search Engine Optimization | * Search Engine Marketing |
| * Social Media Marketing | * Google Analytics(Certified) |
| * Google Adwords(certified) | * Google Search Console/ Webmaster |
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**Positions of Responsibility**

Worked in placement cell in college.

Organised Management week named **”Tyfoon”**

**Extra-Curricular Activities & Interests**

Playing football. Travelling

**Declaration**

#### I hereby declare that the above information’s provided are True to best of my Knowledge and belief.

**Date: Signature**

**Place:**