

# Kailash Patel

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A Software Engineer with over 2 year of experience in Oracle Database and data analysis. Also looking for the opportunities in digital marketing domain to apply my skillset to the businesses.

## PROFESSIONAL EXPERIENCE

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### Assistant System Engineer, TCS, Mumbai

Nov '18-present

- Awarded as a star performer for quick learning, on-time delivery, handling tasks independently, and adaptable to change.
- Independently designed and developed database for the finance team to effectively use the data, used SSAS and SSIS technologies to clean, transform, explore and visualize the data effectively, better communication of data and insights to the customers, also able to handle any queries related to data.

### Digital Marketer, Proclivity Lab

Aug '19-Nov '19

- Created different wireframes for the website, developed clear and structured Content Marketing Calendar, able to attract and engaged more than 100 customers in a week for the B2B client through social media.
- Effectively analyzed the result of the marketing campaign in google analytics to optimize the marketing campaign.

## PROFESSIONAL CERTIFICATION

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### Google Marketing Foundation Certification

Feb'19-Present

- Completed the Certification for Digital Marketing Foundation from Google where I learnt various digital marketing tools and techniques to effectively market the product.

### HubSpot Inbound Marketing Certification

Sep'20-Oct'21

- Learnt the inbound techniques of marketing with inbound approach to create content, using social promotion, converting and nurturing leads, and marketing to customers.

## PROJECTS

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### Smart Krishi Android App

May'17-Jun '18

- Developed an Android App for Farmers providing location-based services like finding a nearby Marketplace, hiring labors, weather alerts, and government schemes.

### Kent's Camera Castle

Jun'19-Aug'19

- Created and optimized the Pay-Per-Click Marketing campaign by creating ads for Digital Camera products. Here, I generated a revenue of INR 90000 and a profit of INR 9000 with the minimum budget of INR 735.

## EDUCATIONAL QUALIFICATION

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B. E. IT      Vidyalkar Institute of Technology, Mumbai

7.5 CGPA

## LEADERSHIP ROLES AND EXTRACURRICULARS.

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### Head of Fest Team, VIT Mumbai

Dec'16-Feb '17

- Led a team of 10 students to generate the revenue of Rs 25, 000 by selling passes for the concert in 1 hr.

### E-cell, IIT Bombay

May '16-May '16

- Bagged an opportunity to attend E-summit in IIT Bombay among 500 students by pitching an Idea for Entrepreneurship and giving implementation plan

## SKILLS AND INTERESTS

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**Skills:** Oracle PL/SQL, Data Analytics, Tableau, Excel, Python, Social Media Marketing, Content Marketing, PPC Marketing, Google Analytics.

**Interests:** Digital Marketing, Data Analytics, Travelling.