

Kailash Patel

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A Software Engineer with over 1.7 year of experience in Oracle Database and data analysis. Also created and managed digital marketing campaign for various B2B and B2C customers

PROFESSIONAL EXPERIENCE

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.
- Hands-on ability to make use of and manage large Web Application by means of various tools. (SQL Server, PL/SQL Developer, MS Excel, SSAS cube, .Net).

Digital Marketer, Proclivity Lab

Aug '19-Nov '19

- Created different wireframes for the website, developed simple and structured Content Marketing Calendar, able to attract and engaged more than 50 customers in a week for the B2B client through social media.
- Analyzed the result of the marketing campaign in goggle analytics to optimize the efforts of marketing campaign.

PROFESSIONAL CERTIFICATION

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

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 good amount of ROI and able to reach more than 3000 peoples with the minimum budget.

EDUCATIONAL QUALIFICATION

B. E. IT Vidyalkar Institute of Technology, Mumbai

7.5 CGPA

LEADERSHIP ROLES AND EXTRACURRICULARS.

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

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

Interests: Digital Marketing, Data Analytics, Travelling