**CURRICULUM VITAE**

# chaitali 2.jpg

# Chaitali Rajapure

|  |
| --- |
| Email : [chaitu.kate@gmail.com](mailto:chaitu.kate@gmail.com)  Contact :-+91 8108493333  +91 9967932154 |

**Assignment in Digital Marketing, Industry Preference: Automobile / E-Commerce**

**P R OF I LE S U M M A R Y**

* Solutions-focused, meticulous and result-oriented professional with over 1 years of a successful career with diverse roles distinguished by commended performance and proven results
* Currently associated with Bajaj Auto Ltd. as Digital Executive, Marketing Division and involved in all activities related to Digital Marketing, Campaign Management
* Successfully designed launch campaigns of Pulsar RS 200, Pulsar Adventure Sport
* An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms.
* Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning

# C O R E C O M P E T E N C I E S

~ Search Engine Marketing (SEM) ~ Search Engine Optimization (SEO)

~Campaign Management ~Social Media Marketing

# O R G A N I S A T I O N A L E X P E R I E N C E

Bajaj Auto Ltd., Location

Digital Executive, Marketing Division

**Key Result Areas:**

* Managing seasonal digital marketing brand campaigns including creative development, website refreshes and , newsletter marketing
* Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness
* 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
* Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analysing efficacy
* Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns
* Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, etc.
* Formulating 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 plan

# Highlights:-

* Increased organic page views (30%) with reduction of bounce rates (-5 PP) on websites through site-content management & SEM analysis
* Initiated digital initiatives which led to three times increase in website visits and improved campaign click through rates (0.65% Vs 0.4% Average)

# A C A D E M I C D E T A I LS

* B.com from Manjunath College, Mumbai University
* BCA from Tilak College of Engineering, Dombivali, University of Pune in 2011

**I T S K I L LS**

* Knowledge of MS Office, Google Analytics,HTML,Wordpress, and Internet Applications

**P E R S O N E L P R O F I L E**

Gender : Female

Date of Birth : 20TH November 1988

Nationality : Indian

Religion : Hindu

Passport No : M6852139`

Marital Status : Single

Languages Known : English, Hindi and Marathi

**DECLARATION**

I hereby declare that all the above details furnished are true to the best of my knowledge. If given an opportunity, I will strain my every nerve to add value to the organization.

References will be provided upon request.

# (Chaitali Rajaram Rajapure)