



Prathamesh Anil Lanjekar

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Pune, India, 411045

PROFESSIONAL SUMMARY

Detail-orientated Digital Marketer with 8+ years of experience, adept at making critical decisions, managing deadlines and conducting team reviews. With expertise in analysis and quantitative problem-solving skills, dedicated to company growth and improvements. Dedicated to self-development to provide expectation-exceeding service. . Navigates high-stress situations and achieves goals on time and under budget. Customer-focused, successfully contributing to company profits by improving team efficiency and productivity. Skilled at effective negotiations and upselling techniques. Utilizes excellent organizational skill to enhance efficiency and lead teams to achieve outstanding sales.

CERTIFICATIONS

- PG Program in Data Science, Machine Learning and Neural Networks
- Step-by-Step DV 360 Tutorial
- Advanced Google Analytics 4 Tag Manager
- Diploma in Aircraft Maintenance Engineering
- AUTO CADD 2D
- AUTO CADD 3D

CORE SKILLS

- Presentation Skills
- Campaign execution
- Strong analytical

EDUCATION

2015
Pillai's College of Engineering | Mumbai, MH
Bachelor of Science: Mechanical Engineering

2012
K.K Wagh College of Engineering | Nashik, MH
Diploma: Mechanical Engineering

2009
S.S.C | Mumbai, MH
10th

LANGUAGES

English: First Language

Hindi:	C2	Marathi:	C2
Proficient		Proficient	

EXPERIENCE

09/2022 - Current
Convey - Ikashi Fintech Pvt Ltd | Pune, India
Digital Marketing Manager

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize the user experience
- Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimizes user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

- Reasoning skills
- Communication skills
- Able to work
- Collaboratively
- CRM Handling
- Marketing strategies
- Media Planning
- Paid Campaigns
- Google Analytics
- Marketing materials development
- Digital marketing strategy
- Marketing event coordination
- Facebook and Twitter marketing
- Google AdWords & Facebook Ad Manager
- Instagram marketing
- Product marketing
- Marketing communications
- Digital marketing techniques
- Vendor Management

ADDRESS

- A-1303, 13th Floor, Platinum Atlantis Tower, Oppo. Kool Homes Arena, Patil Nagar, Behind Mitcon International School, Baner - Balewadi Road, Baner, Pune(MH) - 411045

SOCIAL MEDIA HANDLES

- LinkedIn - <https://www.linkedin.com/in/prathamesh-lanjekar-7ba9a4107/>
- Twitter - <https://twitter.com/PrathameshLanj3>

12/2020 - 11/2022

Vishwakarma University | Pune, Maharashtra

Organization Marketing Manager

- Planned rotas to maintain high service levels while minimising payroll costs.
- Operated tills to accurately process cash and credit card transactions.
- Operated equipment to exceed production targets.
- Explored and created new ways to resolve problems with processes, technology or team members to improve overall efficiency.
- Trained and mentored employees to maximise team performance.
- Promoted safe working environment by implementing regulatory standards, policies and guidelines.
- Built and maintained courteous and effective working relationships.
- Met schedule using excellent planning and coordination skills.
- Developed ongoing programmes using good team communication and collaboration.
- Google Ads, SEO, website content, and email marketing to deliver a persuasive and cohesive marketing message to edu plus now the audience edu plus now is an online educational platform offering self-paced courses that bridge the skill gap between classroom learning and real business challenges
- Planned and executed new strategies to increase sales.
- Supervised work of contracted employees to deliver work on schedule.

07/2019 - 11/2020

Orca Studio Pvt Ltd | Pune, Maharashtra

Digital Marketing Manager

- Orca Studio is a communication agency with a foothold in the domains of Advertising & PR, Digital Marketing,
- Brand Communication, Creative Content & Web Design
- Coordinated marketing activities amongst 25 team members Generated a 200% uplift in organic traffic to the website in 6 months through extensive SEO
- Implemented "Refer-a-friend" campaign resulting in over 9,000 new clients and \$2.5M+ in additional revenue in 6 months
- The launched email marketing campaign that contributed 10% of sales
- Identified partnership opportunities with key influencers to raise brand profile and awareness.
- Produced detailed performance reports, analysing outcomes to consistently aid future marketing strategy.
- Monitored social media trends to remain ahead of competitor activity and deliver what consumers want.

11/2015 - 07/2019

Anvis Digital Pvt. Ltd | Mumbai, Maharashtra

Digital Marketing Specialist

- Discussing Idea
- Brainstorming & Brand Identities Project Management
- Handling Paid Campaign, SEO
- Closely monitored digital marketing trends and developments, enabling continual evolution across client campaigns.
- Carefully assessed campaign objectives, collaborating with clients to adapt delivery approaches for guaranteed results.
- Ensured completed campaigns remained under budget, maximising profitability and continually delivering client value.
- Achieved success across paid and organic social media content through targeted content development and delivery.

08/2015 - 01/2016

Indigo Airlines - Interglobe Aviation | Mumbai

Aircraft Maintenance Engineer

- Maintenance, testing, repairing, inspecting, and reassembling aircraft engines
- Installing electrical circuits
- Testing aircraft, and electronic instruments and systems
- Testing and replacing oxygen system parts
- Assembling aircraft frames
- Rebuilt, maintained and repaired aircraft structures and functional components.
- Installed radio systems, inverters and in-flight refuelling systems.
- Replaced complete engines and individual parts.
- Conducting routine preflight inspections Keeping records of maintenance work
- Awarded employee of the month twice for performing great work
- Checked aircraft safety and compliance with flight regulations and company requirements.
- Performed preventative and corrective maintenance on aviation ground support equipment.
- Read and interpreted technical documentation, federal statements and equipment schematics.