**NIHAR TARANEKAR**

Mobile:- +91 75066 4 3940

E-mail:- taranekar.nihar@gmail.com

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Goal oriented & data driven digital marketing manager with a zeal for leading team from the front. Known for good follow ups, strong computer skills & excellent flair for MS Excel. Loyal & Disciplined. Intend to grow with the company. Strong desire to work as a key player in a creative environment.

**Educational Qualification:**

* 2010 – 2012 Master of Business Administration, Amity University, NOIDA
* 2002 – 2006 Bachelor of Engineering (Computer Science)

**Extra-curricular:**

* Google Search & Display Ads Certified
* Google My Business Certified
* Green Belt **Six Sigma** Certified (Expired Now)
* Contributed in organizing the **7th Renvoi** case study competition at Amity Business School in 2011
* Worked as a Liaison officer in **9th Pravasi Bharatiya Divas** in 2011**, leading a team of 5**

**Work Experience** :-

* Previously worked with **DMC Digital** as Digital Marketing Manager in Indore, from May 2018 to Sept. 2022
* Managing a team of 6 executive & 3 interns
* Daily & weekly work allocation of team with regular & adhoc work on priority basis.
* Handling multiple client portfolios with 15-20 clients in each portfolio. Adept in **Google Analytics, Google Search Console, Adwords, Bing Ads, Google Tag Manager, Google Merchant center** etc. & many other smaller activities such as monitoring email marketing campaigns, tracking link clicks & further analytics.
* Approving PPC search adcopies, display ads' creatives, keyword research, negative keywords, audience & display placements etc..
* Monitoring monthly reports on traffic trends, future on-page & off page strategy building with team & tracking performance of previous submissions & content improvements.
* E-commerce & advanced e-commerce setup in analytics, setting up sales funnel, tracking sales.
* Social media management with proper monthly calendar, creative bank, hashtag research & reporting.
* Previously worked with **Camphire** as Asst. Manager – Operations, from Sept. 2014 to May 2018.
* Have worked under the same organization under multiple roles (**Operations, Client servicing, Recruitments, Digital Marketing & IT**)
* Scope of work starts from client briefing to planning entire event to executing, closing all costs & finally billing to client. Building good rapport with client is an essential aspect.
* Celebrity Management – for Gala night events & award shows.
* Social Media Marketing / **Digital Marketing** - Won client appreciation from Asian Paints for their twitter brand awareness campaign.
* Worked with **Channel Technologies Pvt. Ltd.** for the period June 2012 – Dec 2013 in NOIDA as Project Executive in corporate events.
* Worked with **Zoom Developers Pvt. Ltd.** for the period November ‘08 - March ‘10 in Indore as Network team leader with 3-5 members in team.
* Worked with **Cyquator Technologies Pvt. Ltd.** for a period September ‘06 – April ‘08 in Mumbai as Network Engineer.

**Skill Set:**

|  |  |
| --- | --- |
| **Soft skills** | Relationship building, Good written & verbal communication skills, Team building, Team leading & Team management skills |
| **Technical skills** | SEO, SMO, SMM, Paid Ads (Google & SM), HTML, Wordpress, Image & Video Editing |
| **Tools** | Google Ads, Google Analytics, Google Data Studio, Google Webmaster, Bing Webmaster, Google Merchant Center, Screaming Frog, SE Ranking, WebCeo |

**Hobbies:**

Love watching Discovery & National Geographic channels, Hollywood action & crime movies, Used to write blogs earlier on multiple topics, whenever I get time I still write, have interest in video editing & learning it in non-office hours

**Personal Details:**

Name : Nihar Taranekar

Date of Birth : 10-09-1984

Gender : Male

Marital Status : Married

Languages : Proficient in English, Hindi, Marathi.

Nationality : Indian

Father’s Name : Mr. Suhas Taranekar

Father’s Occupation : Retd. as Branch Manager in Central Bank of INDIA

Permanent Address : 7, Vasudeo Nagar, Manik bag Road, Indore 452004 (M.P)