

Shipra Navin Dhote


Digital Marketer - Graphic Designer - Salesforce Associate



Personal Details

 Shipra Navin Dhote


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 Riga, Latvia (Europe)

 10/29/1991

 Female

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 <https://trailblazer.me/id/shipra-dhote-salesforce-associate>

Skills

Graphics Tool : Adobe (Photoshop, InDesign, Illustrator), Figma.

Website Development : HTML, CSS, Bootstrap, WordPress, Shopify, Webflow.

Digital Marketing: SEO, Keyword Research, Google Analytics, SEMrush, Moz.

Cloud/CRM: Salesforce, AWS

Languages

English, Hindi, Marathi

Professional Synopsis

- Overall, 6 years of experience in the IT Industry.
- 5 years of experience in Web Designing, Graphic Designing, CRM, Digital Marketing, Salesforce.
- 1-year experience in Finance Company as CRM Operations Executive.
- Hands-on experience in Salesforce, WordPress for Content Publishing and little Experience in AWS Cloud for Data storage and Salesforce Lightning for Email Template Creation.
- Experience working on tools like Photoshop, InDesign, Adobe Illustrator, After Effects for video making, Figma for UI Development, WordPress, SEMrush, GTmetrix, and Page Speed.
- Good experience in HTML5, CSS, Bootstrap, Webflow to Develop responsive websites for clients.
- Good understanding of Search Engine Optimization (SEO) On-page and Off-page activities Google Analytics, Google Webmaster Tools.
- I have handled multiple clients across the industry and have successfully delivered the commitments on time.

Trainings & Certifications

2022 : Salesforce Certified Associate

2022: Figma Essential

2022: Web Flow Designer

2022: SEO Foundation Associate

Currently pursuing for Salesforce Administrator Certification in October 2022.



Education

BCCA (B.com Computer application)
Rashtrasant Tukadoji Maharaj Nagpur University

Aug 2009 – Mar 2011

Employment

Graphic Designer & Digital Marketing Associate **Mar 2020 – Aug 2022**

Scan-IT (Shipco Transport) - Pune

Roles and Responsibilities

- Developing Web Pages, Flyers, Emailers, and Newsletters using HTML, CSS, and bootstrap, and sending them to customers using Email Marketing Tools and lightning email templates in Salesforce for Email Template creation and CRM.
- Used AWS Cloud for Data Storage.
- Graphic designing using Adobe Photoshop, Illustrator, and InDesign in clients' Requests from the US, Europe, and Asia.
- Use Adobe Products and MS office for client Requests like logos, Social media posts, Banners, Brand books, infographics, Webpage visual design, and Presentations.

Projects Name:

- <https://www.shipco.com/>
- <https://www.alliance.com/>
- <http://www.sscconsolidation.com/>

Website Developer & Graphic Designer

Nov 2018 – Feb 2020

Pixel & Res Multimedia Design - Pune

Roles and Responsibilities

- Creating Website wireframe and Design by using photoshop, Figma and other GD tools.
- Developing Responsive Website and Web Pages using HTML, CSS, bootstrap and some part of the database and making it live by hosting in cPanel.
- Providing On Page, Off Page for Website and Social Media Marketing.
- Use Adobe Products and MS office for different types of client Requests like logos, Social media posts, Banners, infographics, Webpage visual design, and Presentations.

Projects Name:

- <http://www.kemistry.in/>
- <http://ipixels.in/>
- <http://lenvitz.com>
- <http://bsukhwanibuilders.com>

Website Developer & Digital Marketing Associate **Mar 2017 – Oct 2018**

Century Soft Pvt. Ltd.- Nagpur

Roles and Responsibilities

- Developing Web Pages using HTML, CSS, bootstrap, JavaScript, PHP
- Keyword Research, Competitor Research, Google Analytics, Moz, Seo, SEMrush
- Content Publishing and Editing using WordPress
- Providing On Page, Off Page strategies to keep changing the ranking of targeted keywords..

Projects Name:

- <https://www.thebeautyinsiders.com>
- <https://www.solvaderm.com/>
- <https://www.gorgeousgirl.com/>
- <https://www.glozine.com/>
- <https://www.coinreview.com/>

CRM Operations Executive

Jul 2014 – Jul 2015

Indocast Industries

Roles and Responsibilities

- Administrative support for all data entry and Customer Data on daily basis with Salesforce CRM.
- Maintain data in Excel with V-lookup, Concatenate, Trim, Pivot, etc.
- Generating Quotation and invoices using Bitrix24 for various Companies.