



ANIL KAMBLE

Marketing Operations/Communications

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📍 Mumbai

EDUCATION

M.M.S (Marketing)

University of Mumbai (Bharti Vidyapeeth)
2021

BE (EXTC)

University of Mumbai (B R Harne college)
2017

SKILLS

Marketing Automation
Email Marketing / WhatsApp Marketing
Graphic Design / Social Media Management
Website Management
Market / Consumer Research
Event Planning & Management
Vendor Management
Lead Generation

TOOLS

Canva, Photoshop, WordPress
CRM (Zoho, Hubspot, Bigin)
Google Analytics, Google Ads, Meta ads
Mixpanel, Octoparse, Lusha, Notion, Miro

LANGUAGE

English
Hindi
Marathi

Experience

📅 February 2024- Present

VEGA SOLUTIONS

Marketing Executive

- Design, organize, and implement both online and offline marketing strategies to boost brand awareness and customer engagement.
- Manage website content updates, ensuring SEO optimization to enhance online visibility and user experience.
- Develop and execute targeted marketing campaigns across various platforms, including email, WhatsApp, and social media.
- Plan and execute below-the-line (BTL) marketing activities, such as promotional events, exhibitions, and trade shows, to increase brand visibility.

📅 November 2022- November 2023

TRANSPARENCY MARKET RESEARCH

Research Associate

- Conduct secondary and primary to authenticate market data within internal databases to generate quantitative and qualitative insights.
- Staying up-to-date with industry trends to ensure the accuracy and relevance of research activities.
- Support presales activities by preparing TOC, sample reports, company profile and proposals.

📅 Sep 2021- Sep 2022

HDFC LIFE

Executive Trainee

- Generate revenue by selling insurance products to both new and existing customers.
- Collaborate with the marketing team to implement targeted campaigns and promotions.
- Effectively communicate product features, benefits, and competitive advantages to customers and prospects.

INTERNSHIP & LIVE PROJECT

PTE Universe

• Digital Marketing Intern

- Social media marketing, client handling, engagement, promotional activity on various platform
- Email Marketing
- Making presentations, editing for YouTube videos and post

• Live Project- Future Group Retail Ltd

CERTIFICATIONS / AWARDS & ACHIEVEMENTS

Certificate in Fundamentals of
Digital Marketing

Certificate in Inbound Marketing,
Content Marketing

3rd Rank in case study competition in event Xpressions at XIMB
Bhubaneshwar