

# RESUME

**Namrata R. Matte**

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## **Career Objective:**

Dedicated professional seeking opportunities to enhance my skills and knowledge while contributing to an organization's objectives.

## **Personal Competencies:**

- Excellent problem-solving ability
- Strong listening skills

## **Education Background:**

1. Bachelor of Engineering (B.E.) - Nagpur University
  - Percentage: 56.94%
2. Higher Secondary Certificate (H.S.C) - State Board
  - Percentage: 64.67%
3. Secondary School Certificate (S.S.C) - State Board
  - Percentage: 78.61%

## **Computer Skills:**

- Networking
- SQL
- MS-Excel
- HTML
- Digital Marketing
- SMM
- Canva
- Email Marketing
- Zoho CRM
- Apollo, Mailchimp
- R Language

## **Certification:**

1. Digital Marketing Fundamental
  - Google Digital Unlocked
  - Online Course/2021

## 2. Email Marketing

- Great Learning Academy
- Online Course/2022

## 3. Digital Marketing

- Intershala
- Online Course/2023

## **Work Experience:**

### 1. Grace Technologies (Full Time)

- Designation: Trainee Network Associate
- Experience: 22 March 2018 to 31 Oct 2018
- Roles & Responsibilities:
  - Configured and troubleshooted Cyberoam Firewall issues.
  - Provided technical support for resolution of Critical/Major Faults.
  - Maintained excellent coordination with the team.
  - Created and managed network infrastructure using eDraw Max.

### 2. Orange Infocom Pvt Ltd (Full Time)

- Designation: Tech Support
- Experience: 1 Nov 2018 to 30 Sep 2021
- Roles & Responsibilities:
  - Monitored critical network parameters for devices.
  - Efficiently handled escalation calls.
  - Planned and executed cabling, splicing, and activation.
  - Configured routers and maintained data records on Excel/Spreadsheet
  - Resolved queries of client remotely and also handled team

### 3. Netcity Broadband Solution (Part Time)

- Designation: Social Media Marketing (Virtual)
- Experience: 01 Oct 2021 to 23 Nov 2021
- Roles & Responsibilities:
  - Executed social media marketing and digital advertising campaigns.
  - Managed paid & Organic Facebook & Instagram Campaigns.
  - Created Google Business Account & Google Analytics.

- Consistently designed and posted content using Canva.
- Managed Google Analytics & Google My Business Account

#### 4. Straits Research (Full Time)

- Designation: Email Marketing Executive (Virtual)
- Experience: 24 Nov 2021 to 12 July 2022
- Roles & Responsibilities:
  - Generated leads from LinkedIn for Market Research.
  - Identified target audience.
  - Maintained Email Database of Contacts in Excel.
  - Proficiently generated up to 200 email lists daily.
  - Used hunter and Mailtester to verify email addresses.
  - Planned and executed email marketing campaigns.
  - Achieved 30-40 leads per month.

#### 5. DigirYTE Pvt Ltd (Full Time)

- Designation: Email Marketing Executive (Virtual)
- Experience: 13 July 2022 to 30 Sep 2023
- Roles & Responsibilities:
  - Generated Leads from LinkedIn for the Software Industry & also collected email IDs of leads.
  - Updated Potential Leads for the Sales Development Team.
  - Updated and Segmented leads in Zoho CRM.
  - Scheduled Campaigns for Segmented Leads.
  - Designed email templates and content.
  - Analyzed email campaign performance and provided regular reports.
  - Managed responses effectively.

#### **Personal Details:**

- Date of Birth: May 14, 1992
- Languages Known: English, Marathi, Hindi
- Address: Jijamata Ward No. 48 Near Hanuman Mandir, Warora, Dist. Chandrapur