

Dhruvi Agarwal

Contact: +91-8905816881; **Email:** agarwaldhruvi95@gmail.com

PROFESSIONAL SUMMARY

Google and Facebook certified marketer with more than 3 years of industry experience in client-facing, strategic and media buying roles, looking to contribute to the field of marketing and management.

WORK HISTORY

Project Manager

March 2018- Presently

FREELANCER

- Worked with agencies in various industries - such as Furniture, Event, Blogs, Hospitality, Software developers, Jeweler, and many more.
- Negotiated agreements between stakeholders to clarify misunderstood directions and resolve conflicts affecting performance.
- Develop category marketing calendars to fuel growth and accelerate the flywheel.
- Developing marketing plans in coordination with the sales and marketing team.
- Primarily responsible for creating, building, and maintaining the company reputation in regards to the competition, market trends as well as product offering.

Account Manager

July 2017- April 2019

KUMKUM CREATIVE

- Created and implemented a CLTV model, helped in analyzing fruitful clients.
- Developed & implemented favorable pricing structure balancing firm objectives for customer targets.
- Led a team of more than 10 people including marketers, developer, sales, graphic designer, and others to get the expected outcome.
- Worked with Marketing Head to resolve corporate client's problems, improve operations and provide exceptional customer service.
- Developed internal and external marketing plans including social media and other mediums.

Education and program coordinator

April 2016- April 2018

L.P. SAVANI GROUP OF SCHOOLS

- Increased customer satisfaction and repeat business through relentless pursuit of resolutions to problems arising from school or syllabus, protecting schools reputation and loyal client base.

Guidance Counselor and Marketing Head

April 2013- MARCH 2016

LEARNING TWIST CLASSES.

- Customer relationship management-studying feedback, reverting customers and providing better service.
- Designed a process plan according to the courses and exams.

INTERNSHIP EXPERIENCE

1. Shree Ram Krishna (SRK) Exports

March 2017 – May 2017

2. Colors events and activations

March 2015 – May 2015

EDUCATION

Master in Business Administration. (Honors)

June 2018

Metas Adventist College, North Eastern Hill University (NEHU)

CERTIFICATIONS

Google Ads Creative Certification

Google Ads Measurement Certification

Google Search Ads Certification

Google Ads Display Certification

Google Ads Video Certification

The Fundamental of Digital Marketing

SKILLS

Project Management , Communication, Strategic Planning, Team Management, Client Relationship Management, Financial planning for ads, Problem Solving, Keyword Research.