**AKSHAY SOYGAONKAR**

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**Digital Marketing, Growth Strategist and Channel & Campaign Management Professional**

**Industry Preference: IT/Automobile / E-Commerce/Real Estate**

**P R O F I L E S U M M A R Y**

• Award winning results oriented Online Marketing Professional with a proven record of accomplishments in leading, planning and executing comprehensive marketing strategies and a solid understanding of Internet marketing, advertising and market behavior.

• Solutions-focused, meticulous and result-oriented professional with over 2 years of a successful career with diverse roles distinguished by commended performance and proven results.

• Currently associated with Drushti TechNet LLP. as Digital Marketing Executive, Digital Marketing Division and involved in all activities related to Digital Marketing, Campaign Management, Performance Management and Channel Management.

• Proven track record of excellence with in lead generation through Digital Marketing in both International and national Market.

• Successfully designed launch campaigns for more than 100 clients.

• An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms.

• Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning

• Some key work clients: Emaar Group Dubai, Azizi Group Dubai, KFC India

**C O R E C O M P E T E N C I E S**

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| * Google AdWords | * Search Engine Optimization (SEO) | * Email Marketing |
| * Affiliate Marketing | * Social Media Marketing | * Channel Management |

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| **O R G A N I S A T I O N A L E X P E R I E N C E** |

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| **Drushti TechNet LLP, Pune** | **March’17 – Present** |
| **Digital Marketing Executive, Digital Marketing Division** | |

**Key Result Areas:**

• Managing digital marketing brand campaigns and Identify and harvest new business opportunities at the client side

• Helping clients meet their online advertising goals by providing solutions, strategies and analyses based on key insights and data points

• Engage with the client to understand business dynamics and identify questions that can be addressed through analytics

• Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness

• Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards

• Identify opportunities across all digital channels for Client accounts and pitch solutions that align to their marketing objectives

• Assisting the company’s business development team in developing proposals within the digital marketing segment

• Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management

• Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analysing efficacy and Return on Investment (ROI) of all brand management events

• Handling day-to-day Search Engine Marketing (SEM) PPC activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns

• Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.

• Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click

• Assisting the CEO in the development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility

• Teaching team members about new changes in technologies and trends in digital marketing

**ACADEMICS**

• MBA with specialization in Operations from Pune University (2020)

• BSc with specialization in Chemistry from Pune University in 2014 with A grade

**CERTIFICATIONS**

• Google Analytic, Google AdWords ,Real-time Advertising Fundamentals , SEMrush SEO Tool kit

**P E R S O N A L D E T A I L S**

Date of Birth: 12/04/1991

Languages Known: English, Hindi and Marathi

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