

Sashank Thakkar

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OBJECTIVE

Aim for a career in the field marketing with inclination towards digital marketing, where I can help organizations deliver its real value to customers in today's competitive digital world through learning, adopting and implementing best in class digital marketing strategies and placements.

PROFESSIONAL EXPERIENCE

Name of Company: Reach Local India

Oct 2016-Present

Title: Campaign Analyst

Duties: Implementing digital marketing campaigns on search engines such as Google & Yahoo for clients across USA & Canada.

- Keyword research for products and services the clients want to promote.
- Management and analysis of digital advertising campaigns to satisfy client expectations for various performance metrics such as high click-through rate, cost per click and cost per lead
- Apply a data driven approach to paid search, social, mobile and display advertising to target the right customers, influence their decisions & help local business grow.
- Understand the unique business goal of each client based on the their industry and suggest the suitable digital campaign strategy
- Making daily adjustments to campaigns based on budget constraints & lead generations goals

Name of Company: Digital Republik

May 2016-Sept 2016

Title: Account Executive – Search Marketing

Duties: Providing Integrated Digital Marketing Solutions to key clients across various industries by creating strategies aimed to achieve desired performance from multiple digital media including SEO, SEM/PPC, Social Media Marketing and email marketing.

- Generate reports for Keyword Rankings & Website Performance
- Make SEO plans for clients to improve their website traffic & get them on top in organic search results
- Plan, Implement & Manage digital advertising campaigns (Search, Display, Video) to satisfy client expectations for various performance metrics such as high click-through rate, cost per click and cost per lead
- Creation and Optimization of landing pages for high conversion rate
- Adwords Management for clients.
- Making daily adjustments to campaigns based on budget constraints & lead generations goals

Name of Company: StarcomMediavestGroup Convonix

Dec 2015-May 2016

Title: Account Executive – Online Brand Management

Duties: As a part of Online Brand Management team(OBM) team for clients like Tata Motors I have hands on experience in monitoring campaigns like Made Of Great for Tata Tiago and my duties included the following:

- Account management
- Social Media Listening and Buzz Tracking
- Preparing Daily, Weekly, Monthly and other Ad- Hoc Reports for various brands to give a better understanding of brands online presence
- Competitor Analysis and Reporting
- Setting up alerts, emails and responses as a part of online crisis management.
- Track conversations between clients and their customers and follow up in case of delays so that any issue is not escalated through any media channels.

EDUCATION

Qualification	Board	Institute	Score
Bachelor of Engineering(IT)	Mumbai University	SAKEC	First Class with Distinction
HSC	Maharashtra	K.C College	80%
SSC	Maharashtra	DonBoscoHighSchool	85.53%

OTHER COURSEWORK

HubSpot Inbound Marketing Certification
Google AdWords Fundamentals Certification
Google AdWords Search Certification
Bing Ads Accredited Professional.

COMPUTER SKILLS

Platforms: MS Windows
Programming Language: C/C++, Visual Basics, HTML, Java

Hobbies:

☐ ☐ Cricket.
☐ ☐ ☐ Hiking
☐ ☐ ☐ Traveling.

PERSONAL DETAILS

Name: Sashank Thakker
Date of Birth: 15th August 1992
Languages Known: English, Gujarati, Hindi, Marathi, French
Nationality: Indian