Ashwin Deokule () Featured

Management Trainee seeking roles in Digital Marketing, Business Development, Data Analysis, Search Engine Optimization, Social Media Marketing, Campaign Management, Advertising, Market Research, Online Marketing, Email Marketing, Lead Generation



Current Designation: Management Trainee Total Experience: 1 Year(s) 0 Month(s)

Current Company: Bigwin Infotech private limited Notice Period: 15 Days or less

Current Location: Mumbai Highest Degree: MBA/PGDM [Marketing]

Pref. Location: Mumbai, Pune, Nasik

Functional Area: Marketing / Advertising / MR / PR

Role: Display Marketing Executive Industry: FMCG/Foods/Beverage Marital Status: Single/unmarried

Key Skills: Management Trainee, Display Marketing Executive, Digital Marketing, Business Development, Data Analysis, Search Engine Optimization, Social Media Marketing, Campaign Management, Advertising, Market

Research, Online Marketing, Email Marketing, Lead Generation

Verified: Phone Number | Email - id

ID: Last Active: 2-Feb-20 Last Modified: 1-Feb-20

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Summary

A focused Marketing professional with 7 months of experience in the Marketing Operations, Digital Marketing

Previously associated with BigWin Infotech Private Ltd. (PaisaDukan.com) as Management Trainee and performed activities related to Digital Marketing, Email

Campaigns, Reporting and MIS Tracking Familiar with the concepts of Search Engine Optimization (SEO), PPC,

Integrated Marketing and Data Analysis

Understanding of marketing strategies and programs to achieve or exceed marketing objectives, while keeping in line with market trends and driving initiatives for achieving business objectives

Successfully rationalized and integrated all online assets through coordinating with a cross-functional team; made recommendations to senior managers

Expertise in marketing plan execution, product promotion and implementation of business strategies to accomplish the decided targets

Work Experience

Bigwin Infotech private limited as Management Trainee Apr 2019 to Till Date

BigWin Infotech Private Limited as Management Trainee

Apr 2019 to Oct 2019

Key Result Areas:

Developed and administered all facets of the Digital Marketing Department including Database Email Marketing and Display

Advertising Campaign

Supervised a team of 10 assistants with focus on managing Lead Generation, Calling & Operations

Maintained partnerships with Digital Media Agencies, Portals, Vendors

Analyzed & approved loan application files and led disbursement and funding process in the organization

Led various functions like social media, public relation efforts and content marketing

Digital Marketing

Data Analysis

Search Engine

Optimisation (SEO)

Social Media Campaigns

Email- Campaigns

PPC

Social IMC

Integrated Marketing

Advertising

Communicator

Negotiator

Collaborator

Team Player

Formulated reports on marketing campaign overall performance; tracked the activities of MIS investors and prepared market report

on a daily basis

Coordinated with experts in advertising and media to improve the marketing outcome

Education

UG: B.B.A/ B.M.S (Management) from Nagpur University in 2017

PG: MBA/PGDM (Marketing) from Welingkar Institute of Management Development and Research (WIMDR) in 2019

IT Skills

Skill Name	Version Last Used Experience
Microsoft Office	

Languages Known

Language	Proficiency	Read	Write	Speak
English				
Hindi				
Marathi				

Affirmative Action

Work Authorization

Physically Challenged: No Job Type: Permanent

Employment Status: Full time