

PUNIT AGARWAL

Digital Marketing Head

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📍 A 101, Chamunda Apt, Temba Road,
Bhayander West



EXPERIENCE

Head Of Digital Marketing

RAHUL EDUCATION

📅 08/2019 - Ongoing 📍 BHAYANDER

GROUP OF SCHOOL & COLLEGES

- Managed & guided a team of 8 people
- Promoted brand value of the organisation online and offline reaching.
- Personally managed and trained Students on Digital Marketing
- Improved time spent on sites, by analyzing site design and content
- Website Auditing for SEO
- Facebook Marketing (Organic & Inorganic)
- PPC Campaigns
- Creation of landing pages and campaign sites
- Launched email marketing campaign that contributed in admission
- SMS Marketing

Sr Digital Marketing Executive

Solution InfoTech

📅 11/2014 - 07/2019 📍 Mumbai

Digital Marketing Agency

- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Assist in development and execution of communication/content strategies via social communities in coordination with SEO goals
- Help to create and support marketing content to socialize and use for social media purposes
- Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific

EDUCATION

Diploma in Business Administration

[Welingkar's Institute of Management](#)

📅 2011 - 2012

GPA

4.0 / 5.0

Bachelors of Commerce

[SN College](#)

📅 2001 - 2002

Class

Sec / 4.0

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LANGUAGES

English



Hindi



Marathi



Gujarati



EXPERIENCE

Client Relationship Manager

Dux Electricals

📅 09/2008 - 10/2014 📍 Bhayander

Electrical Equipment Vendor

- Prepare reports and team performance charts & driving the team motivation to excel
- Provide feedback and help the under-performers to improve in the future by identifying their weak points and helping them overcome their difficulties.
- Helped in training the new Hires
- Coached and mentored colleagues for better performance.
- Gave individual feedback and up skilled them to ensure better performance in future
- What did you achieve in this role?

Retail Store Manager

Titan Industries Limited

📅 09/2007 - 11/2008 📍 Location

Jewellery Stores Across India

- Achievement of the Targets & Achievement Percentage was 80%-85% every Month.
- Administration of human resources to appropriately reflect the diversity of the work force.
- Establish and maintain a system of internal controls to provide assurance that resources are properly used and safeguarded against waste, loss & misuse
- Identify unauthorized transactions and provide immediate feedback to management.
- Ensure that their employees have adequate knowledge and resources to follow the Code of Conduct.
- Support employees who raise questions or concerns in good faith about ethics and legal compliance.
- Set a good example and encourage others to do likewise.
- Ensure operational compliance of each location to company policies and procedures.
- Ensure strong execution of promotional events and key brand marketing programs.

Senior Sales Representative

Damas Jewellery

📅 08/2005 - 07/2006 📍 UAE

Jewellery Stores Across Gulf

- Handling all types of Local and International Brands
- Selling different types of International branded Jewellery & watches, such as, Marco Bicego, Roberto Coin, Mont Blanc, Longines, and Laurentia etc
- Promoting the sales and handling displays in a systematic way.
- Maintaining the database of customer's records.
- Proper follow-up and tracks for the credit sales.
- Posting of daily sales and cash variance to cash management.
- Maintains a petty cash fund on a regular basis.
- Able to assist customers as a very exclusive brand we always make sure that we give a class and memorable service to our customers.
- Achieving the targets upto 90%- 100%.

SKILLS

Facebook Marketing

PPC Campaign

SEO

Training

Team Management