**Zeyad Bharucha**

*Digital Marketing*

Mobile No: +91 98226 03065

Hi! I’m Zeyad Bharucha. I completed my engineering but being an avid chatterbox, I fell into sales. After 2 years, I decided to start my own business; manufacturing customized sofas. After some highs and lows, I decided to get deeper into marketing.

About 6 years ago, I took a plunge into Digital Marketing; the surf now being infinitely better.

**SKILLS**

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| --- | --- | --- |
| Online Marketing | Social Media Marketing | Social Media Advertising |
| Campaign Management | Engagement Strategies | Community Building |
| SEO | Google Analytics | Email Marketing |

**PROFESSIONAL EXPERIENCE**

**Manager - Online Marketing**  April 2012 – July 2016

Extentia Information Technology, Pune

**Highlights**

* Assigned project manager for FICCI FRAMES, a 3-day business convention in Media and Entertainment, where we did LIVE social media for the event
  + Resulted in over 40 targeted leads
  + Got chosen hashtags trending on Twitter during the event
* Humanized the social media content marketing strategy which resulted in a 40% increase in engagement

**Key work areas**

* Managed the online marketing team, while managing a portfolio of customers, taking responsibility for the day to day management for these accounts
* Spearheaded digital marketing campaigns using SEO, Social Media, Content Marketing, and Email Marketing, in a way to drive online visibility, traffic, leads or registrations
* Planned online/on-ground campaigns with social media integration to influence the overall clients’ business strategies to meet their objectives and goals
* Built company brands by defining and executing PR effort – Developed ways in which the public image of the firm could be improved to generate more business opportunities
* Served as a creative copywriter for – Sales pitches, presentations, brochures, web promotion and marketing materials
* Digital media buying planning and execution including Facebook, Twitter and LinkedIn
* Track and measure online advertising programs; designing test strategies and creative to optimize results
* Assisted the company’s business development team in developing custom digital marketing proposals
* Analyzed campaign insights to present clients with comprehensive marketing performance reports as a story
* Educated the management and teams across the company on incorporating relevant social media techniques into the corporate culture and into all of the company’s products and services

**Senior SEO Consultant**  June 2010 - April 2012

Dharne Systems, Pune

* SEO’ed websites based on platforms like Wordpress, Joomla, HTML, ASP.net and Magento.
* Developed SEO strategies based on analysis of client website, goals and competitors.
* Performed site analysis, keyword research and mapping, and assessed all possible link building opportunities.
* Based on analysis, results and client feedback, continually improve and modify strategies to optimize effectiveness.
* Monitoring sites through Google Analytics.
* Keep up-to-date with constantly changing technology and search engine trends, algorithms and ranking factors.

**Owner with a focus on Marketing** September 2007 – June 2010

Kouches, Pune

* Founded a startup 'Kouches' in partnership to provide customized sofas to residential and commercial spaces in the city of Pune.
* Created and implemented marketing strategy with a clearly defined target market.
* Recruited and managed the complete sales and manufacturing team.
* Managed all client communication while delivery was handled by my partner.

# Asst. Functional Consultant SAP (Sales & Distribution) May 2006 – June 2007

Enterprise Logic, Bangalore

# Sales Executive January 2005 – February 2006

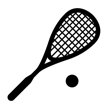
Biomedicon Systems, Pune

**EDUCATION**

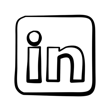
ICSE – 1996 HSC – 1998 BE COMPUTERS - 2004

**PASSION**

Photography Squash Football Video Games

**PERSONAL INFORMATION**

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Indian Origin N0284016 Married 11 March 1980