 Vikrant Chaudhari

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# Career summery

Enthusiastic, smart and quick learner with close to 3 years of experience in digital marketing, IT, sales and general management. Have also been an entrepreneur where I have developed an end to end digitally enabled model for on line cycling enthusiast and have operational it. I have good technical understanding with skills in team building and leadership.

# Area of expertise (Digital Marketing)

* SEO: On Page, off page activity.
* SMO: Social Media Optimization and Marketing.
* Ad words: Basic Fundamentals, Search & Display networks.
* Analytics: Analyze Website Traffic Source, Goals, and Conversion.
* App Store Optimization.
* Search Console Analysis.
* Basics of Remarketing.
* Webmaster Handling.
* Content Marketing.
* Basics of Email marketing.

# Business Development

* Expertise in sales and sales management.
* Contact Discovery
* Lead Generation
* Result-driven and ability to work efficiently and effectively.

# Professional Experience summery

**Senior Associate (Digital Marketing)** **Sept 2015 TO Present**

**Bynry Technologies Previously known as Tungsten Information Management Pvt Ltd. India.**

**Project Name:** Muhurtmaza.com (Sept 2015 – Present)

**Project Description:** MuhurtMaza is a first-of-its-kind initiative to deliver the complete package of Puja/Vidhi/Yagya/Shanti with samagree, supported by trusted Gurujis/Pandits, right at your doorstep.

The major task for our team is create brand awareness through Search Engine, Social Media and other promotional channels.

**Roles & Responsibilities:** I wasresponsible for developing the strategy used in marketing the client's product online, utilizing such techniques in the field as social media, Web analytics, e-mail marketing and search engine optimization, among others. I was responsible to put together various online promotions and e-mailing campaigns to get the company's message out, as well as perform consumer research to discover other ways of reaching customers via the Internet. I was also looking after SEO and online marketing.

**Key Areas of work:**

* Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns
* Design, build and maintain our social media presence
* Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
* Identify trends and insights, and optimize spend and performance based on the insights.
* Plan, execute, and measure experiments and conversion tests
* Collaborate with internal development teams to create landing pages and optimize user experience
* Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
* Instrument conversion points and optimize user funnels
* Collaborate with agencies and other vendor partners
* Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
* Video Promotion on multiple channels.

**Project Name:** Spero Healthcare (Jan 2016 – May 2016)

**Project Description:** Spero Healthcare is leading service provider in Home healthcare in Pune

City. Sperohealthcare provides home healthcare services to elderly healthcare, medical, nursing, doctor or physio services at home in Pune. The major task for our team is create search engine optimized website and promote the website through local business channels as well as Social Media.

**Roles & Responsibilities:** In this project the major task is to analyze competitors which having strong presence in search engine ranking and According to that design well optimized e-Commerce site. Also generate local business and Social presence. Administer all business activities and incorporate best practices in same to design effective strategies and assist internet team to implement all department strategy and analyze all information and recommend improvements to all customer processes.

**Key Areas of work:**

* Plan and execute all web and Search Engine Optimization.
* Social Media Optimization.
* Design, build and maintain our social media presence
* Identify trends and insights, and optimize spend and performance based on the insights.
* Plan, execute, and measure experiments and conversion tests
* Collaborate with internal development teams to create landing pages and optimize user experience
* Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
* Document sharing on multiple channels.
* Content promotions.

**Project Name:** Wellness Sutra (April 2016 – Present)

**Project Description:** Wellness sutra owned by Dr.Sujata Kelkar Shetty. She is a Certified Co-Active Life coach. She assists people in finding their bliss by combining her training in Co-Active Coaching with her expertise in wellness.

**Roles & Responsibilities:** In this project major task for our team is to redesign a well optimize website and promote content of the site through various Social media channels, video promotion channels (YouTube, Vimeo) & Promote blogs and articles.

**Key Areas of work:**

* Plan and execute all web and Search Engine Optimization.
* Social Media Optimization.
* Design, build and maintain our social media presence
* Blogs promotion on content promotion sites.
* Video Promotion through YouTube and Vimeo.

**Business Development Executive April 2014 TO Sept 2015**

**CYBERVAULT SECURITIES SOLUTIONS PVT LTD.PUNE**

* Search Engine Optimization
* Maintaining Social Media appearance.
* Handling E-mail marketing.
* Handling planning, operations & analysis for assessment of revenue potential in business.
* Identifying & developing potential customers for achieving business volumes consistently and profitably.
* Identifying & developing potential customers for achieving business volumes consistently and profitably.
* Press Release & other promotional activities

# IT Skills

* Proficiency in MS-Office tools like Excel, PowerPoint and Outlook.
* Scripting language HTML, CSS etc.
* WordPress, Magento etc.

# Education

Masters of Computer Application

North Maharashtra University 2010 - 2014

Bachelor of Computer Science

North Maharashtra University 2007 - 2010

# other currcular activites

* Won 3rd prize in university level Paper presentation contest, Innova 2011 at D.N.C.V.P. Jalgaon.
* Active member of organizing committee for Pinnacle 2011, State level IT event at G.H.R.I.I.T. Jalgaon.
* Attended eight days workshop on Android Application Development.

# personal information

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| **Name** | : VIKRANT J.CHAUDHARI |
| **Address** | : B1-301,Snehavihar,Dangat Patil Nagar,  NDA Road, Shivane, Pune. |
| **Date of Birth** | : 07/02/1989 |
| **Marital Status** | : Unmarried |
| **Languages known** | : MARATHI, HINDI, ENGLISH. |
| **Blood Group** | : O+ |