**RESUME**

**AMIT R SINGH**

**Contact: 09011886822**

**Email:** [**connect.asingh@gmail.com**](mailto:connect.asingh@gmail.com)

**OBJECTIVES**

Looking for opportunities in the field of digital marketing in an organization where I could implement my learning for the benefits of organization and for my career growth.

**EDUCATION**

**MBA – Marketing from S.B.Jain Institute of Technology Management & Research Nagpur.**

**WORK EXPERIENCE – 2 Years**

* **Working as: Senior Manager Digital Marketing at Webamos Pune**

(06 Oct 2014 to Till Present)

* **Roles & Responsibilities**
* **Digital Marketing**
  + Planning and Implantation of Digital Marketing Campaign on Digital Marketing Platforms

* **Paid Campaign Management** 
  + Planning and Implantation of Paid Campaign on Google, Facebook, Instagram, LinkedIn
* **Client Servicing** 
  + Maintain end to end coordination with clients regarding digital marketing activities
  + Upgrading business via providing consultancy to client, regarding business development via Digital Marketing
* **Worked as: Business Development Associate (Marketing) at Platys Solution Pvt Ltd Nagpur** (06 June 2012 to 09 February 2014)
* **Roles & Responsibilities** 
  + **Online Promotion & Events**
    - Digital Marketing via Social Media & SEO
    - Implementing & Managing Online Events
  + **Business Development** 
    - Conducting product demo onsite & online
    - Increasing traffic & user base for web-site
  + **Cliental Management** 
    - Deliver Training & Development onsite
    - Provide Customer Service Support
* **Products Assigned**
  + TaaRay.com - Free web based learning portal
  + LEARNect - Virtual Institute Module
* **Worked as Freelance graphic designer & event coordinator at GRP Events Nagpur (2013-2014)**
* **Worked as Management Trainee (***Summer Internship Project)***at Academy of Financial Training, Pune. (2011)**

**ACADEMICS RECORD**

**MBA - Marketing from S.B.Jain Institute of Technology Management & Research (2012)**

**BBA - Marketing from Hislop College Nagpur (2009)**

**University - RTMNU Nagpur**

**ACADEMIC PROJECTS**

* Final Project: Study of Advertising & Sales Promotion Through Event Management at Innovations Events Pvt Ltd. (2012)
* Summer Internship Project: IMC of Education Industry at AFT – Academy of Financial Training Pune. (2011)
* Mini Project: Comparative Study of Effect of Pricing & Promotional Mix on Sales of the Product Dell & Sony Laptop (Exploratory Study).

**TECHNICAL PROFICIENCY**

* Certificate in MS-Office & MSCIT
* Diploma in Basic Computer Hardware & Networking
* Operate Photoshop and CorelDraw

**EXTRA-CURRICULAR ACTIVITIES**

* Head Coordinator Intercollege Events
* Designed college placement broacher and event creative

**PERSONAL INFORMATION**

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| --- | --- |
| Name | Amit Raju Singh |
| Location | Nagpur |
| Gender | Male |
| Date of Birth | 11-02-1988 |
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*Declaration*

*I hereby declare that the above given information is true to the best of my knowledge and belief*

Thanks & Regards

Amit Singh