**Name:** Pooja Kishor Gaikaiwari

**Email id:** [poojagaikaiwari24@gmail.com](mailto:poojagaikaiwari24@gmail.com)

**Mobile:** +91 98817 57894

**Career Objective:**

Want to work in an organization where I am able to contribute to the organization’s growth and profitability with my skills.

**Educational Background:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Qualification** | **School/College/University** | **Year Of Passing** | **Marks Obtained** |
| B.E (IT) | Pune University | 2014 | 62.66% |
| B.E (Aggregate) | - | 2010-2014 | 55.63% |
| HSC | N.M.V. Girls’ Jr. College | 2010 | 68% |
| SSC | N.M.V. Girls’ High School | 2008 | 88.46% |

**Professional Experience:**

**Organization:** ZoomYourTraffic Web Solutions Pvt. Ltd., Pune

**Job Role:** Online Marketing Associate

**Work Experience:** May 2016 - Present

**Responsibilities:**

* Manage Local and Offshore businesses' online promotion activities.
* Manage/Research and create content for multiple social media platforms.
* Create, manage and grow business presence across social media channels, including blogs, Twitter, Facebook, Pinterest, LinkedIn, YouTube, Instagram, etc.
* Handle Email Marketing Campaigns.
* Handle administrative and allied activities related to online promotion.
* Prepare weekly and monthly reports for clients.

**Technical Skills:**

|  |  |
| --- | --- |
| Social Media Platforms | Facebook, Twitter, Google +, YouTube, Pinterest, Linkedin |
| Tools Used | Hootsuite, WordPress, Zoho, Mailchimp, Google Analytics, Google Search Console |
| Graphics Designing Tools | Photoshop, CorelDraw |
| Web Designing Languages | HTML, CSS, JavaScript |
| Operating Systems | Windows XP, Windows 7 |

* Completed a course in Web Designing

Personal Qualities:

* Good oral and written communication skills.
* Passion for constant improvement.
* Eager to learn new things.
* Punctual.

Achievement:

- Participated in Project Competition held by AISSMS COE and got the certificate for the same.

- Published international paper on the topic **– ‘**Prediction of Maximal Profit by Estimating Classification Performance on Customer Attrition in Telecom Sector.’

**Extra-Curricular Activities:**

- Participated in drawing competition at school level and got the prize for the same.

- Participated in dance competition at college level.

**Personal Details:**

|  |  |
| --- | --- |
| Communication Address | 8, A-4, Vishwavarad bldg., Renuka soc., Chintamani nagar phase-1, Bibwewadi, Pune-411037. |
| Data Of Birth | 24th  April 1993 |
| Nationality | Indian |
| Languages | English, Hindi, Marathi |

I hereby declare that the information furnished above is true to the best of my knowledge.

Place: Pune Pooja Gaikaiwari