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| kharesaumya15@gmail.com   7709559710  LinkedIn: <https://in.linkedin.com/in/saumya07>  Twitter: https://twitter.com/saumya\_5767  **Saumya Khare** **Digital Marketing/ Project Management**  An enthusiastic and hardworking, detail oriented team player offering strong communication skills and capabilities that contribute to company objectives | |
| career24x24icons Timeline    B.E. (Computer Science) from Lingayas University  MBA -IB Marketing from SIIB  SRV Media Pvt. Ltd., Pune as Digital Media Intern  **Apr’15 – May’15**  **Nov’15 – till date**  SRV Media Pvt. Ltd., Pune as Project Manager  **2013**  **2016** | knowledge24x24icons Profile Summary   * A result-oriented professional with **1 year** of experience in Digital Marketing; presently associated with SRV Media Pvt. Ltd., Pune as Project Manager * Identified new business avenues and managed digital marketing projects for various clients, ensured achievement of Return on Investment (ROI) * Skilled in managing digital campaigns that generate new customer leads * Hands-on exposure in SMO, Google Analytics, Mobile Marketing, Google AdWords, Pay Per Click, Online Lead Generation, AdWords, Marketing * Endowed with a passion for winning; capabilities in managing multiple priorities, with a bias for action and a genuine interest in personal and professional development * Strong communication, interpersonal skills with the skill to grasp new concepts quickly and utilize the same in a productive manner; capabilities to perform under pressure and within strict deadlines   edu24x24icons Academic Details   * **MBA - International Business** **(Marketing)** from Symbiosis Institute of International Business, Pune in 2016; scored 2.7 CGPA * **B.E. (Computer Science)** from Lingayas University, Faridabad in 2013; scored 6.9 CGPA * 12th from K.N.I.C.E., Sultanpur, CBSE in 2009; scored 70.8% * 10th from K.N.I.C.E., Sultanpur, CBSE in 2007; scored 81.8%   C:\Users\apeksha.sood\Desktop\apeksha april onwards\VR EDITABLE\Icons\Certification24x24icons - Copy.png Certifications   * Green Belt Six Sigma Certification * Capstone Business Simulation |
| softskills24x24icons Core Competencies | |
| |  |  |  | | --- | --- | --- | | Digital Marketing | Key Account Management | Social Media & Online Marketing | |  |  |  | | Social Media Optimization | Process Enhancement | Online Branding & Email Marketing | |  |  |  | | Online Lead Generation | Return on Investment | Team Management | |  |  |  | | |
| exp24x24icons Organization Experience  **Nov’15 – till date with SRV Media Pvt. Ltd., Pune as Project Manager**  **Growth Path:**  **Nov’15 –Jan’ 16: Digital Marketing Manager**  **Feb’16– Sep’16: Project Manager**  **Key Result Areas:**   * Dealing with end-to-end client management and leading a team 6 members * Planning, monitoring and executing the projects allocated in stipulated time period * Monitoring the presence in social networking sites including Facebook Marketing, Google Marketing, Twitter Marketing, LinkedIn Marketing, Emailer & SMS Campaign, Search Engine Optimization and other similar community sites; posting on relevant blogs, and seeding content into social applications as needed * Measuring ROI of existing social media and accordingly optimizing tactics to boost the same * Developing and managing online marketing campaigns for clients with focus on driving brand awareness, engagement and traffic to social media pages * Defining key components of SEM, SEO, PPC and Social Media Marketing to increase lead generation and conversions * Observing overall progress and use of resources, initiating corrective actions * Keeping a tap of accounts * Governing the website development wing end-to-end and understanding the requirement of client and accordingly accomplishing the same with a team of 8 members * Reporting through agreed lines on project progress through highlight reports and end-stage assessments | |
| **Highlights:**   * Worked with a marketing agency to create an integrated campaign that included the usage of email, Pay Per Click (PPC), online advertising and telemarketing; it resulted in generation of 1000+ leads and pipeline revenue exceeding * Increased the website traffic 50%+ by implementing successful Google AdWords campaign * Directed online marketing strategy and lead generation for a portfolio of 15 premium clients   C:\Users\apeksha.sood\Desktop\apeksha april onwards\VR EDITABLE\Icons\Projects-Handled24x24icons.png Projects  **Organization: SRV Media**   * Engaged in: * Facebook Marketing, Google Marketing * Twitter Marketing, LinkedIn Marketing * Emailer & SMS Campaign, Search Engine Optimization * Managed different clients in Education, FMCG, Healthcare, Real Estate Management, Manufacturing | |
| C:\Users\apeksha.sood\Desktop\apeksha april onwards\VR EDITABLE\Icons\workshop24x24icons.png Internship  **Apr’15 – May’15 with SRV Media Pvt. Ltd., Pune as Digital Media Intern**  **Role:**   * Dealt with: * Social Media Marketing for clients under E-commerce, Education & Manufacturing domain * Emailer and SMS campaign for different clients * Content and conceptualization of creatives   **Highlights:**   * Merit of being one amongst 10 interns who got a PPO from SRV Media during internship | |
| C:\Users\apeksha.sood\Desktop\apeksha april onwards\VR EDITABLE\Icons\Projects-Handled24x24icons.png Academic Projects  **Apr’15 – Oct’15 with Corporate Bridge**  **Description:**   * Successfully completed a live project in Digital Marketing under Corporate Bridge   **Jul’15 – Dec’15 with SIIB, Digital Media Marketing**  **Description:**   * Successfully completed a Live Project in Digital Media Marketing for Symbiosis Institute of International Business (SIIB) under SRV Media Pvt. Ltd., conducted the organic and paid campaign both for all the pages of SIIB | |
| C:\Users\apeksha.sood\Desktop\apeksha april onwards\VR EDITABLE\Icons\extracurricularactivities24x24icons.png Extracurricular Activities   * Showcased excellence in managing: * Sponsorship - Ignisense’ 14 & 15, Online Forums for Ignisense’ 15, PR and Media for SIIB’ 15 * Contributed as: * Events Coordinator for Marketing Conclave’15- Flagship Event of Marketing * Coordinator for managing online events of SIIB * Member of Kshitij- a Social Initiative of SIIB | |
| Personal Details  **Date of Birth:** 09th Feb 1993  **Languages Known:** English, Hindi, Mandarin (Elementary)  **Address:** B-105, My World Apartment, Baner, Pune | |