**ABHINANDAN UNAWANE**

**Digital Marketing, Web design With Graphics**

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Residence: Pune

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| Career Objectives |
| A highly professional, dynamic, impeccably presented and driven Brand Manager and website designer with vast experience of maximizing the awareness, sales and profitability of Recognizable brands. Experience of working in a fast paced environment and able to Quickly understanding the mission, vision and values of a brand. Possessing a proven Ability to work within brands guidelines and create an image that is up to date and right for its audience. Branded and executed market [Product] branding plans at all marketing levels in competition with other market players. Led advertising and PR campaigns, as well as sale events – Worked with advertising and PR agencies.  Now looking for a new and challenging managerial position, one which will make  best use of my existing skills and also further my professional development | |

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| Summery |
| * More than 6.1 years of professional experience in creating a web site and graphics, market research. * Work on Photoshop/html/css/flash/2d/3d(using Photoshop). * Design and develop the websites. * Designing web pages, logos, brochures, banners, templates, newsletters, flash presentations. * Maintaining & uploading of the websites. * Develop and maintain Online App * • Help marketing division in development of marketing strategies for new and existing products and services • Research consumer trends, insights and addressable market behaviors, trends and technologies to ensure that products meet customer needs • Provide necessary product collateral and advertising materials to sales department • Manage brand initiatives like brand building & brand development • Maintain mobile integration across several brand initiatives driving operational success • Contribute to analysis-support-brand . • Provide fact-based recommendations for future improvements and course correction • Identify business opportunities assisting strategic planning • Productively manage marketing budget * Product Branding, Product Promotion, offline and online marketing activity. * Marketing strategy, Creative design, Vendor co-ordination, Marketing Budget, Marketing Outstanding, Search Engine Marketing, Visual Private Server (VPS) Manage. * Technical experience Html, CSS, Action Script 3 and a good knowledge of all Web and Graphics tools. * Demonstrated ability to produce a wide variety of graphics product including creative web pages, new letters, business card, letter head, logos, news paper advt. as well as different training material . * Solid management skills, demonstrated proficiency in leading & mentoring individuals to maximize levels of productivity, while forming cohesive team environment. * Self-motivated professional, achieves results and holds exceptional ability to co-ordinate and perform several projects simultaneously. * ATL, BTL, TTL Professional Marketing and Branding | |

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| Professional Experience | | | |
| **Jun 16 - Till Date**  **Organization:** MEKBRAND Branding & Promotion  **Web - Sr. Web &Graphics Designer (Domain & Hosting Administrator)**  **Digital Marketing And web Designer (SEO, PPC, SMM, Web/Graphics Designer)**  **Project Details:**   1. urufoundation (under construction) 2. i live lavishly 3. hotel crystal Pune(under construction) 4. event board daily (under construction) 5. VED PVC PANEL 6. MEKBRAND 7. Germany NGO (under construction) 8. **http://www.paperplatepictures.com/**   **July 15 - May 2016**  **Organization:** ANTWORKS  **Web - Graphics Designer (Domain & Hosting Administrator)**  **Project Details:**   1. mortgage advice company 2. Zest Mobile (under construction) 3. provident personal credit 4. Cloud Bazaar uk (under construction)   **FEB 15 - July 2015**  **Organization:** Back on track solution (takeover by ANTWORKS)  **Web - Graphics Designer (Domain & Hosting Administrator)**  **Project Details:**   1. Back on Track Loans 2. Hover Glide 3. Eurasian Imports   **Nov 12 - 30 Jan 2014**  **Organization:** SatecEnvirEngg (I) Pvt.Ltd  **Branding And web Designer**  **Project Details:**  **website**   1. Satec 2. Airavat   **Branding**   1. Marketing certain brands to increase their popularity among target consumers. 2. Conducting in-depth consumer analysis to determine the image/demand of a brand. 3. Leading cross-functional innovation teams. 4. Profit & Loss responsibility. 5. Controlling costs in-line with department objectives and business plans. 6. Utilizing all resources cost effectively. 7. Developing & refining a brands in-store demonstration programmer. 8. Attending trade fairs, exhibitions and conferences to promote brands. 9. Developing annual brand plans in partnership with the sales and insight teams. 10. Implement strategic plans to maximize brand potential. 11. Ensuring profit targets are achieved, margins maintained & expenses controlled. 12. Liaising closely with customers & licensors presenting product & marketing plans. 13. Monitoring performance against marketing targets both internally & externally. 14. Effectively managing, coaching, motivating and developing the sales teams. 15. Monitoring and analyzing a brand and competitors performance to identify 16. Strengths, Weaknesses, Opportunities and Threats. 17. Promotion company product in National and International Market. 18. Take Meeting with marketing team for Marketing Strategy. 19. Calculate branding / Media budget in every month and changes. 20. Create every month add for different magazines, with write up and project photos. 21. Make more add in low budget and try to get complementary add for promotion 22. Media partner Magazines also promote our website 23. Visit and Manage exhibition. 24. Calculate outstanding payment and issue to all on their due date.   **Market Research**   1. First class sales & marketing skills gained at management level. 2. Handling all the sales force activity’s 3. Working closely with direct sales people 4. Searching for prospects on the web & publications through different search engines techniques 5. Involved in Company profiling to create a database of companies 6. Tracking the competitors of Clarion through secondary research 7. Developing reports/metrics for campaigns performance 8. Doing Social Media Marketing (SMM) for branding activities and to position the services 9. Market research for Product Development/ Services company 10. Searching for the contacts, email id and the company profile of the targeted verticals 11. Involved in Company profiling to create a database of companies 12. Leading a brand's PR campaign. 13. Having passion, motivation and a dynamic approach to sales. 14. Ability to work effectively with internal and external stakeholders. Marketing strategy 15. Company Presentation 16. Company corporate video 17. Newsletter, e-mailer 18. Meeting with new media partner for increase promotion, and visible in market   **Net/ Online Marketing**   1. Alibaba 2. Indiamart 3. Trade india 4. And update all social media website also ex. Olx, quikr, facebook, linkedin, ask me, just dial, and many more. 5. Google ad word manage for Google add ranking 6. Google analytics manage and generate report and discuss. 7. Visitors ration and how to visit our website that also watches. Means how many visitors are coming from Google, YouTube, face book, indiamart, alibaba etc. 8. And how many enquiry generate from which site or which media partner that also watch.   **IT**   1. VPS server and web server (UK Server) manage and solve all problems 2. All email and outlook related issue solve 3. Every employee email id and password generate 4. All email id record maintain with backup 5. Outlook configuration, and solve all problems   **HR**   1. Employee visiting card, envelop, letterhead, design and printing 2. All types of interview advertisement design for newspaper (Bhopal, Indore, Bhuj) 3. Update notice board, update add, HR News letter, Satec news latter design. 4. And other activity   **Printing**   1. Develop print collateral such as catalogs, brochures, banners and posters, print advertising and trade show/tech day production 2. Develop marketing and advertising materials 3. Create impactful PowerPoints and other multimedia presentations 4. Create designs for internal communications and campaigns/programs 5. Attend project team meetings with staff 6. Retrieve and add assets from/to the Corporate Communications . 7. Construct Content Management pages for websites, as needed. 8. Social media publishing in support of a specific marketing campaign 9. All company catalogue, brochures, pamphlets, dairies, bags are design and printing.   **Other Activity**   1. Changes in all types of PDF. 2. Factory camera monitoring with Amar Agarwal (MD) in conference, and pressurize on factory Production and quality team to increase production. 3. Present corporate presentation and corporate video in meeting. 4. Touch –up all project photographs, clean and update in our website.   **Sep 12 – Nov12**  **Organization:** Prakash Entertainment, Mumbai.  I have completed a some logos, catalogue, webpages.  **Project Details:**  **Client: Fame Word Media**  **Project Name:** fame casting, bollyvission, fame web, step in Bollywood, life is calling  **Work Profile**:  Telephonic or face to face Communication with clients to creating logos and catalogue. Clients requirements, demand, problems, queries Solve and take a client’s approval from mail or telephone and Complete a project.  **Responsibilities:**   * Clients Communication * Approval the job * Day to day Administration of the environment and deployment of new technologies. * Working on Change Management and Problem Management. * Creation of knowledge base articles * Web parts, creating sites, and normal administration issues. * Team Support * Deletion / modification of sites * Controlling Site access / security requests * Backup/Restore sites/site * Perform environment Verifications and functionality checks regularly and specially after major changes/upgrades * Take part into various team meetings as well as meetings with H.O.D. etc. | | | | | | | | |
| **June 11- July 12**  **Organization: MOD GRAPHICS.**  **I have completed a 2 presentation for nuovo pen company Mumbai, that presentation was present in china. Create a 2 website and 1 micro site using adobe Muse software and tools. Create more than 18 website using Html, CSS, Flash, Action Script 3, Photoshop and all software using in web. And provide a service to all customer feedback, queries, and changes.**  **Project Details:**   1. **NIVVASA GREENS** 2. **RainForest Resort, Igatpuri** 3. **lukhi diamonds** 4. **h sherul diamonds** 5. **komal health care** 6. **Purple Season Lonawala**   **Client: Nuovo Pen**  **Project Name: Nuovo Pen Presentation**  **Work Profile:**  **Telephonic or face to face Communication with clients to creating website. Clients requirements, demand, problems, queries Solve and take a Clients Approval from mail or telephone and Complete a project.**  **Responsibilities:**   * **Clients Communication** * **Approval the job** * **Day to day Administration of the environment and deployment of new technologies.** * **Working on Change Management and Problem Management.** * **Creation of knowledge base articles** * **Web parts, creating sites, and normal administration issues.** * **Team Support** * **Deletion / modification of sites** * **Controlling Site access / security requests** * **Backup/Restore sites/site** * **Perform environment Verifications and functionality checks regularly and specially after major changes/upgrades** * **Take part into various team meetings as well as meetings with H.O.D. etc.** | | | | | | | | |
| **July 10 – Apr 11**  **Organization: Vivid By Design.**  **Work Profile:**  **Telephonic or face to face Communication with clients to creating logos and catalogue. Clients requirements, demand, problems, queries Solve and take a client’s approval from mail or telephone and Complete a project.**  **Responsibilities:**   * **Day to day Administration of the environment and deployment of new technologies.** * **Working on Change Management and Problem Management.** * **Creation of knowledge base articles** * **Web parts, creating sites.** * **Team Support** * **Backup/Restore sites/site** | | | | | | | | |
| **Technical Skill set** | | |
| Operating System : Windows operating systems  Scripting Languages : JavaScript and basic ASP, AS3  Technologies : Adobe Photoshop, CorelDraw, Adobe Illustrator, Tally  Adobe Pagemill, flash, Page Maker, MS-Office, Dream weaver Adobe MUSE Adobe Contribute, Cute FTP and File Zilla  Tools :All Using websites  Database : MS Access | | | | | | | | |
| **Educational** | | | | |
| **Qualification** | **Branch/Discipline** | | | | | **University/ Board** | **Year of Passing** | |
| Diploma in digital web and graphics designing | St. Angelo's | | | | | Pune | 2010 | |
| B.Com. | Commerce | | | | | Pune university | 2010 | |
| H.S.C | Commerce | | | | | Pune Board | 2007 | |
| S.S.C |  | | | | | Pune Board | 2005 | |
| **Personal** | |
| Date of Birth | | 16th July 1987 | | | | | |
| Languages Known | | English, Hindi, Marathi. | | | | | |
| Hobbies | | Reading, Listening to music, Internet Surfing and playing computer games | | | | | |
| Permanent Address | | G103,KanchanPuram, near Mozeengg College, Wagholi,Pune-12. | | | | | |
| Alternative E-Mail ID | | [abhi.unawane@gmail.com](mailto:abhi.unawane@gmail.com) | | | | | |