

## **AMRUTA PRADEEP BHALERAO**

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### **Career Snapshots:**

- Highly motivated professional with experience more than 3 years in Marketing, Sales, Team Management, Revenue generation in financial sector.
- In-depth understanding of the project planning, customer feedback analysis, sales, marketing and brand promotion, technology integration in business development growth and CRM
- Hands-on experience in creating and handling the marketing strategy, branding activity along with revenue generation plans and digital initiatives across cross functions.

### **Work Experience:**

**Poonawalla Fincorp | Senior Executive Digital Marketing | June 2021 – Till Date**

#### **Key Deliverables:**

##### **Branding:**

- Contributed in whole rebranding activity from website designing, designing with UAT testing (Desktop as well as Mobile).
- Worked as core team member in rebranding and brand awareness digitally.
- Carrying out market understanding for creating social media strategies and calendar as creative team member.
- Creating and development of creatives by closely working with agencies and designers with proper briefing.
- Managing of all social media accounts (Facebook, Instagram, Twitter, LinkedIn, YouTube) for company to drive engagement via planned posting.
- Working on developing and executing all the internal as well external creative requirements in digital aspects creatives with respect to the performance analysis and A/B testing of the same.
- Core team member of planning and execution of virtual events.

##### **Digital Initiatives:**

- Worked on digital initiatives via Understanding customer orientation/ needs, creating user journey, understanding, and improving UI and UX of journey, policy creation along with multiple functional departments and then creation of final product.
- Worked on projects like WhatsApp Chatbot, Partnership program of Pinelab, Partnership program of Krazybee, and virtual branch.
- Worked with tech team to implement marketing strategies
- CA Day Campaign and Doctor Day Campaign

##### **Campaign Management:**

- Carrying out lead generation campaign with designing and implementing affiliate marketing programs.
- Worked on establishing and nurtured mutually beneficial relationships with affiliates via coordinating with clients to determine and achieve marketing goals.
- Carrying out lead generation campaign and boost post to increase engagement of the pages with targeting by running campaigns on custom audience and creating Lookalike audiences on Facebook and LinkedIn.
- Implementing improvement strategy by continuous monitoring and recalibrations of campaign outcomes and future propositions in Affiliate, Facebook and LinkedIn campaigns.

- Designing and executing email and SMS campaign.

#### **Poonawalla Finance | Executive Digital Marketing | March 2021 – May 2021**

##### **Key Deliverables:**

- Worked as marketing executive with responsibility of website development, digital product integration and rebranding.
- Worked on Locobuzz configuration (social listening tool), Day to day monitoring, analyzing, and responding to customer queries.
- Report generation, analyzing and refining data from Locobuzz and LeqdSquared.

#### **Poonawalla Finance | Analyst | April 2019 – Feb 2021**

##### **Key Deliverables:**

- Handled credit analysis role with analysis and presenting first level credit feedback.
- Worked with generating and studying CIBIL and other eligibility documents
- Reviewed the rejected cases for further business opportunities
- Worked as member in understanding and performing some functions in LeadSquared (CRM)

#### **Reliance Mutual Fund, Mumbai | Intern as Equity Analyst | May 2018 - July 2018**

##### **Key Deliverables:**

- Handling equity analysis reports of Motilal Oswal Equity Study
- Working with team collectively for analysis of different sectors
- Data extraction from Bloomberg

#### **Scholastics:**

- Master of Business Administration from Savitribai Phule Pune University, India – 2019
- Bachelor of Business Administration from Solapur University, India - 2017

#### **Certifications:**

- 2<sup>nd</sup> prize winner in International B Plan competition held at IIM Kozhikode 2018.
- Completion of NSE's certification in Financial Markets (Beginner's Module)
- Completion of Google Analytics for beginners in 2021
- Completion of Advanced Google Analytics in 2021

#### **Skills:**

**Tools:** Bloomberg, Finnone, LeadSquared, Locobuzz, Hootsuite, Facebook Ads Manager, Google Analytics, Bitly

**Languages Know:** English, Marathi, Hindi

**Traits:** Leadership, Communication skill, Presentation skill, Team Management

**Hobbies:** Trekking, Travelling, Interacting with new people, Sports