





# Esha Asole



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 India

## SUMMARY

- **4+ years of experience** in the IT industry including Digital Marketing
- Strong experience in implementing **Waterfall/Agile** and other software development methodologies
- Worked through the phases of **Software Development Life Cycle (SDLC)** which includes analysis and gathering of business requirements, functional/technical specifications, designing, developing, testing, deploying the applications, and providing production support

## SKILLS & KEY COMPETENCIES

SQL	MS Office	Cost-benefit Analysis
MS SQL Server	Microsoft Power BI + Trello	Gap Analysis
Balsamiq	Business Documentation	Stakeholder Analysis

## PROFESSIONAL EXPERIENCE

### CarUdyog

2023

#### Digital Marketing Manager

- **Planned, executed, and managed** all digital marketing, including SEO, SEM, ORM, and social media
- **Established and executed a digital marketing strategy** to distribute content over the online platforms
- Worked with and **managed a team of content writers, marketers, and other stakeholders** to maintain the company's Digital Presence
- Maintained **consistent brand messaging** across all social channels
- Identified, analyzed, and measured trends and content to assess how well it's performing and optimize user experience
- Created and maintained an editorial calendar to **deliver targeted content** for Application, website, and social channels
- Implemented social media strategies to **increase** the Facebook and Instagram reach by **40% within two weeks**
- Used online reputation management (**ORM**) to generate 5 genuine leads
- Provided supervision and training to two Jr. Social Media Executives **to ensure the maximum optimal results within a short period**

### Circadian Analytics

2023

#### Social Media Executive

- Worked for **Sahyadri Hospitals** (Country-wide), **Poona Hospital and Research Center** (Pune), Axon Brain and Spine Clinic (Nashik), **Shree IVF & Endometriosis Clinic** (Mumbai), **Nirmitee Cosmetic Clinic** (Kolhapur/Sangli), The Poona Western Club (Pune), **Dermaspace Skin Hair and Laser Clinic** (Pune), **Dr. Aditya Kulkarni's Oasis Clinic** (Pune), Dr. Desale's Joint Preservation Clinic (Nashik), Dr. Supriya Puranik (Pune)
- Used optimization strategy to garner **3k views/hour** for a Diabetes short (Sahyadri Hospitals-Marathi) and **9k views/hour** for a Brain tumor video (Sahyadri Hospitals-Hindi)
- **Converted 32 patients** from YouTube video optimization for an IVF Clinic in **4 days**

- Ensured the social media channels in use had **regular, high-quality quality**, and **creative content output**
- Managed queries and messages, replied to people, and engaged with audiences, known as **community management**
- Scheduled and delivered messages through an up-to-date content calendar
- Worked with the other social media executives to help **deliver key messages** and **support on marketing campaigns** and **activity**
- **Collaborated** with other specialists in the company, such as paid media managers, website and s/w developers for optimum content delivery
- Analyzed and reported back on content, looking at key performance indicators and content types to make recommendations
- Executed new social media strategies, amplifying brand presence and engagement, **resulting in a 40% follower growth**
- Developed data-driven SEO initiatives, **increasing website traffic by 25%** & enhancing online visibility
- Worked with **the graphic designers** and **video editors** to create exciting, fun content that helps achieve the business aims
- Stayed up to date with all **developments** in social media, such as legal changes, new platforms, and new features introduced

## WebEngage

2022

### Campaign Executive

- Clearly understood and translated the needs of an advertiser into a campaign plan created for their performance goals for **MRF tires (Bengaluru-based)**
- Push, Web Push, Email, In-App, and On-site **notifications (advertising)** were created for leading Indian brands
- Built, launched, and managed campaigns on **multiple advertising platforms** such as Neeman's, ALT Balaji (web series), Kiehl's Avocado Eye Cream (UAE), L'Oréal (US), Vichy (US), and Armani (UAE)
- Performed account maintenance responsibilities; monitored pacing and delivery to ensure campaigns were on track to deliver the allocated budget, escalating campaign issues to team members
- Creatively solved problems, analytics, and attribution challenges on behalf of the clients
- Monitored, managed report status, and resolved issues as needed
- Communicated constantly with customers and co-workers throughout the campaign lifecycle and provided regular status updates
- Supported client's developers and third parties throughout the implementation process
- Worked technically & strategically with tracking tags to ensure the client has improved knowledge of their website & online marketing performance

## Freelancer

2020

- Used various online directories to find suitable clients for projects
- Crafted quotations for websites, news portals, and software projects to present the budget to the clients
- **Partnered with a software developer** for software and web development projects
- Focused on creating **digital and print marketing materials** for small to mid-sized businesses and local NGOs
- Produced multicolor flyers, bi-fold and trifold brochures, informational pamphlets, and user guide booklets for local eateries
- Participated in determining prospective subject for the website content
- Advised clients on aesthetic and technical aspects of online advertising
- Ensured that all projects are delivered on time, within scope, and budget
- Ensured **resource availability** and **allocation**
- Developed a detailed project plan to track progress
- Used appropriate verification techniques to **manage** changes in project scope, schedule, and costs

- Measured project performance using appropriate systems, tools, and techniques
- **Managed the relationship with the client and all stakeholders**
- Performed risk management to minimize project risks
- Established and maintained relationships with third parties/vendors
- Created and maintained comprehensive project documentation

LitsBros Pvt. Ltd.

2019

#### Business Analyst

- Executed **end-to-end management** of software and website development projects
- **Identified** and **defined operational objectives** by thoroughly comprehending the client's business functions
- Assisted **Sr. Business Analyst** in planning and executing various projects, ensuring adherence to design timelines and deliverables
- **Monitored project budgets**, tracked expenses, and prepared financial reports to ensure cost-effectiveness and adherence to financial guidelines
- Conducted **requirement gathering, elicitation**, and **business documentation** to ensure a clear understanding of project needs
- Experienced in **user acceptance testing (UAT)** and documentation of **test cases**
- **Developed and implemented a streamlined process for gathering business requirements, reducing project delivery time by 20%**
- **Developed and deployed a software update, resulting in a 30% reduction in system errors and improving application performance by 25%**
- **Led a cross-functional team in improving customer satisfaction, resulting in a 50% increase in positive feedback and a 20% reduction in complaints**
- Developed and implemented a **standardized reporting framework**, resulting in improved visibility of key performance metrics and enabling data-driven decision-making at all levels of the organization
- **Oversaw the completion of UI/UX, content, and prototypes for client validation and team feedback**
- Utilized feedback to enhance previous work and effectively communicate revisions to developers
- Conducted training sessions for client teams on product usage
- Monitored team performance using various tools and provided reports to **senior leadership**

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#### ADDITIONAL INFORMATION

- IT Recruiter - **OptimHire** (2022)
- Community Manager Intern - **NbliK** (2021)

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#### EDUCATION & CERTIFICATIONS

##### Bachelor of Engineering

Computer Science and Engineering  
Amravati University

##### Languages

English, Marathi, Hindi, French

##### Project Management Foundations

National Association of State Boards of  
Accountancy (NASBA)  
Project Management Institute (PMI)®

##### Google Analytics

Google Analytics for Business

##### DELTA A1 (French)

Alliance Française de Pune