

# OJAS WAREKAR

## Digital Marketing & Communications Graduate

### **PROFESSIONAL SUMMARY**

With 4 years of experience in digital marketing, I have a proven track record of leading successful campaigns and implementing effective strategies. I have led the end-to-end executive of paid advertising campaign, resulting in a 20% increase in new sign-ups and a 15% increase in sign-up conversion rates. I have also led the implementation of a new marketing automation system, resulting in a 15% reduction in marketing costs and a 20% increase in ROI. I am experienced in collaborating with cross-functional teams to deliver on-time and on-budget projects and initiative.

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+44 -7436355736

### **ADDITIONAL INFORMATION**

Operate a diverse blog channel covering topics such as cricket, politics, research, spiritual world, etc.

Regularly contribute insightful and engaging content to the blog, showcasing a passion for writing and a broad range of interest.

Served as an intern for an IT company company where I was responsible for creating and managing blog content.

Gained valuable experience in content creation, SEO optimization, effective communication of technology related topics.

### **SKILLS**

Strategic Thinking  
Search Engine Optimization  
Content Marketing

### **EDUCATION**

Master's of science in Digital Marketing and Communications  
Manchester Metropolitan University, United Kingdom  
2022-2023

Bachelor's in management studies specialized marketing  
Mumbai University, India.  
2019 - 2022

Diploma in advance digital marketing  
India Institute of Digital Marketing, India  
2020-2020

### **PROFESSIONAL EXPERIENCE**

**Company:** AWE Environment (January 2020- May 2022)

**Role:** Digital Marketing Assistant

**Description:**

Implemented SEO best practices to improve website visibility and organic search rankings, resulting in a 30% increase in website traffic within 2 years of timeframe. Executed targeted email marketing campaigns using platforms like Mailchimp and HubSpot, achieving an average open rate of 32% and a click-through rate of 10%. Managed social media accounts across multiple platforms, including Facebook, Instagram, Twitter, and LinkedIn, resulting in a 40% growth in followers and increased engagement. Created compelling and relevant content for social media posts, blog articles, and email newsletters, aligning with brand voice and messaging strategy.

Contributed to the development of comprehensive marketing strategies, incorporating digital channels to reach target audiences and achieve business objectives.

Assisted in the analysis of marketing data and performance metrics to identify trends, evaluate campaign effectiveness, and make data- driven recommendations for optimization.

Monitored and analyzed campaign performance using google analytics and other tools, providing actionable insights to optimize future strategies

Email Marketing  
Social media marketing  
Leadership  
Project Management  
Gantt Chat  
Sales Techniques  
Teamwork and Collaboration

## Certifications

Six Sigma Green Belt  
Advance as Digital marketing specialist  
Digital marketing tools  
Project management  
Content marketing foundation  
Digital Marketing foundation  
Email and newsletter marketing foundation  
Social media marketing foundation  
Advance content marketing and SEO  
Marketing tool  
SEO foundation and strategy  
Content strategy for marketer

**Company:** S art and Dance Academy

(May 2022-July 2023)

**Role:** Social Media Manager

**Description:**

Developed and executed social media marketing strategies to increase brand visibility and drive engagement, resulting in a 40% growth in followers and a 35% increase in lead generation.

Created compelling and entertaining social media content, including videos, graphics, and interactive posts, to engage and delight followers and facilitate lead capture.

Implemented lead generation tactics such as contests, quizzes, and gated content to attract and qualify potential customers, resulting in a 25% increase in quality leads. Monitored social media channels for trends and opportunities, proactively engaging with followers, responding to inquiries, and nurturing leads through targeted messaging.

Utilized analytics tools to track key performance metrics, analyze audience demographics and behavior, and optimize content strategies for maximum impact and lead generation.

Collaborated with cross-functional teams to integrate social media into larger marketing campaigns, aligning efforts with overall business objectives and driving measurable results.

**Company:** ACC Mark

(July 2023-May 2024)

**Role:** Marketing Assistant

**Description:**

Supported the marketing team in daily administration tasks and campaign management.

Conducted market research to identify trends and insights, contributing to the strategic planning process.

Assisted in the creation and distribution of marketing material, including brochures, flyers, and email campaign.

Monitored social media channels and engaged with followers to enhance brand presence.

Collected and analysed data from marketing campaigns to assess effectiveness and report findings to senior staff.

## DECLARATION

I declare that the above details are true and correct to the best of my knowledge and belief.

Ojas Warekar  
Manchester, United Kingdom