



Aashish Kumar Bharati

Address: F.M.Nagar, Karanjia, Balasore, Odisha

Tel: 8658976444 , 8317695281

Email: aashish.bharati@gmail.com

Twitter: @aashish_bharati

LinkedIn: @aashishbharati

Instagram: @aashish_bharati

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Aashish is highly competent at planning and executing web, SEO, email and social media advertising campaigns.

VEDANT NAIK
(CEO AND FOUNDER)
BORN BHUKKAD
(LOVA FOODS PVT LTD)

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Aashish has the innate ability to brainstorm and present incredible new and creative growth strategies.

DURGA PRASAD GIRI
(CLUSTER MANAGER)
APOLLO SUGAR'S

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Aashish is very good at maintaining relationships with customers and leading teams.

ASHOK PANDA
(TVS EAST ZONE MGR.)
TVS PVT LTD

Profile

- More than **4.5 years of experience in Marketing and Managerial Task.**
- **PGDM** Hons Finance & Marketing (1st Class Honours).
- **BBA** Hons HR (1st Class Honours).
- Strong digital and social experience and understanding.
- Strong team leader, with natural mentoring capabilities.
- Ability to anticipate issues and respond quickly, flexibly and creatively to solve problems and address commercial market challenges.

Internship History

Jan 2013 – Feb 2013

HRM - Training & Development | Emami Paper Mills

I am responsible for monitoring the organization's staff **training** requirements programs, and **career development** needs.

My main responsibilities include:

- **Supervise training staff.**
- Administer training daily/weekly/monthly.
- Plan and administer training **seminars.**
- Manage **conflict** resolution & **team building.**
- Supervise employee **skill evaluations.**

Mar 2015 – April 2015

Revenue Budget | ISPAT Alloys BALASORE

I am responsible for analyzing how revenue budgets are made and the factors taken into consideration while doing it.

My main responsibilities include:

- Understand **budget design** models for various departments as well as for the company.
- Understanding how to **present budgets** to upper management on an annual basis.
- Analyze financial information (e.g. cash management, expenditures, and revenues) for ensuring that all operations remain within budget.

Education History

Year	University / Board	Qualification	Marks
2016	Institute of Public Enterprise(Hyderabad) (Equivalent To MBA)	PGDM (Finance/Marketing/ International Business)	60%
2013	Academy Of Business Administration (BIs)	BBA (HR)	74%
2010	Central Board of Secondary Education (BIs)	Intermediate (Commerce)	54%
2008	Central Board of Secondary Education (BIs)	Matriculate	69%

Work History

June 2016 – Nov 2016

Marketing Specialist | Apollo Sugar Clinics Hyderabad, Telangana

I am responsible for **Managing sales** through effective coverage of targeted Doctors, Pharmacy & Key Accounts.

My main responsibilities included:

- Managing customer **database** & to ensure effective coverage
- **Sales Plan** & Review.
- **Communicate** with Existing Clients.
- Develop **campaigns** and specific marketing strategies for clients.
- Entered and assigned new leads using **CRM tools**.
- Doing **Marketing campaigns** at parks and companies to **generate leads**.
- Finding more patients from doing free **health check-up** rides.

Dec 2016 – Dec 2019

Sr. Digital Marketing Executive | BORN BHUKKAD (LOVA FOODS PVT. LTD.)

I was **Head of Hyderabad District** digital marketing plans and implementation, Later on I got **promoted and handled 2 districts** - Hyderabad and Bhubaneswar. I am responsible for Developing & Implementing SEO and PPC strategies and also handling direct marketing and qualifying restaurants which register with us.

My responsibilities included:

- Handling **2 Major districts** and monitoring digital activity
- Planning and executing web, **SEO**, email and social media campaigns.
- Planning and executing offline **marketing campaigns**.
- Maintaining, improving and growing clients' **social media presence**.
- Planning and **writing content** for digital and print media.
- Forecasting, **measuring** and reporting performance of campaigns.
- Managing both **paid and organic search campaigns** using SEO techniques and Google AdWords (PPC).
- **Inspecting restaurants** and checking if they **qualify** all requirements needed to enter into our **App**.

Jan 2020 – Mar 2021

Business Development Manager | SITA TVS, BALASORE

In this role, I was **Head of Balasore district**. I worked with a wide portfolio of clients where I had to manage AD (Authorized Dealer) points requirements with the goal of increasing visitors, calls and return on investment by following the guidelines of TVS Motors. I also **handle and plan AD point vehicle requirements, payment and incentives**.

My responsibilities included:

- Handling **AD point** Marketing executive performance
- **Training** Marketing and Sales employees and keeping them up-to-date with the latest technology.
- Doing **Billing** and handling DBMS for the company.
- Doing **qualified assurance** of AD points.
- Checking their monthly targets and monitoring their performance on a daily basis.
- Competitor **analysis**.
- Conducting **online meetings** every week and months to understand the problem at AD point.
- Handling finance **two-wheeler** file closer data and reporting unsettled bills.

Skills

- | | |
|---|---|
| <ul style="list-style-type: none">• Experience in setting up and optimizing PPC and Google AdWords campaigns• Google Adwords Certifications• Intermediate HTML and CSS• Excellent written and verbal communication skills as well as strong time management skills | <ul style="list-style-type: none">• Good attention to detail with a high level of accuracy.• Highly creative with experience in identifying target audiences and devising digital campaigns• Highly capable of brainstorming and presenting new creative growth strategies. |
|---|---|

- Strong time management
- Social media
- Social media engagement
- Digital marketing
- Quantitative and qualitative market research
- Email marketing campaigns
- Analytics
- Case studies
- ROI analysis
- Statistical Package for the Social Sciences (SPSS)
- MS Office & MS Excel
- Team Management

Hobbies and interests

When I'm not at work, I love going to spend time with family and friends. I enjoy doing animation and learning new things.

Extra-Curricular Activities and Achievements

- Gold Medal in National Kho-Kho competition in 2008-09.
- Selected for SGFI (School Game Federation of India) sports meets. (Junior India)
- Tritiya Sopan in Scouts and Guides at KV.Balasore.
- School Math Olympiad.
- School Sports Captain & conducted Sports feast in my graduation collage.

Personal Information

- **Father's Name** : Mukunda Bharati
- **Languages known** : Hindi, English and Odia
- **Native Place** : Balasore, Odisha
- **Birthday** : 12th May 1992
- **Marital Status** : Unmarried
- **Nationality** : Indian
- **Gender** : Male

Declaration

I, Aashish Kumar Bharati, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.



Aashish Ku. Bharati
(Sign)