

# Pranav Radhakrishna Khoche

## Digital Marketer

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Digital Marketing with Two and Half years of experience leading marketing campaigns and developing online marketing strategies. Adept in analyzing consumer behavior data, and launching marketing campaigns to achieve goals. Passionate about offering professional and results-driven work.

### Work Experience:

#### ► Digital Marketing Executive

Deccan Management Consultants Finishing School (DMCFS) Pune  
September 2021 to November 2022

- Defined, developed, and implemented marketing strategies to automate and measure target audience movement.
- Established processes and protocols for campaign measurement to optimize results.
- Maximized cost-effective operations and continually evaluated spending.
- Managing social media calendars to optimize all platforms.
- Utilizing an LMS tool to analyze leads
- Maintained a report on the website traffic, campaign, and user feedback.

#### ► Digital Marketing Executive & Web Development

Perfect Software Solution Aurangabad  
January 2020 to August 2021

- Monitored and tracked performance levels of websites and software.
- Managed the marketing database and data management initiatives.
- Work closely with business development, technology, and graphic teams
- Developed social accounts and set up content calendars for new clients.
- Managed client social media presence on a variety of platforms.
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- Created infographics and images for client blogs and social media accounts.

### Consultant Project:

- Developed website आरती संग्रह Published on the internet.
- Developed website for Deltin India Company for the purpose of International Conference organized by "Govt. College of Engg., Karad".
- Developed Perfect Software Solution Aurangabad Company Website

## Consultant Project:

- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns.
- Research and analyze competitor advertising links.
- Identify trends and insights & optimize spend & performance based on the insights.
- Monitor all traffic and conversion, leads through Google Analytics.
- Manage campaign expenses, staying on budget, estimate monthly costs, and reconcile discrepancies.
- Complete weekly and monthly performance reports using programs such as Google Analytics.
- Track, report, and analyze website analytics and campaigns.
- Recommend changes to website architecture, content, links, and other factors to improve positions for target keywords.
- Develop and implement the link-building strategy.
- Track & analyze website traffic flow and provide regular internal reports.
- Execute campaign on Google Ads, Instagram, and Facebook generates leads through the campaign.
- Work with the development team to ensure that SEO best practices are appropriately implemented on the newly developed code.
- Track and define reports & changes accordingly.
- Coordinate with marketing & design teams to illustrate the concept-Recommend changes.

## Education:

- ▶ Master of Computer Application  
Institution: Government College of Engineering, Karad.  
Year of Graduation: 2020 ( CGPA -7.44 )
- ▶ Bachelor of Computer Applications  
Institution: S.B.E.S. College of Arts and Commerce, Aurangabad.  
Year of Graduation: 2017 ( Percentage -72.16 )

## Extra-curricular Activities:

- Captain of the CRICKET team MCA department GCE Karad.
- Participated in 200KM Cycling Expedition (A'bad-Nagar-A'bad) in 12 hours.
- Participated in Duathlon held in Kolhapur.
- A crew member of the Ultra-Spice Race 1750 km Goa to Ooty and Back.

## Personal Details:

- Date of Birth: 12-01-1996
- Marital Status: Unmarried
- Address: Plot no 19/20 Yogeshwer Bangalow Snehankit
- colony Kavenager Pune