

# Chinmay Gupte

DIGITAL MARKETING INTERN/TRAINEE

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## EDUCATION

Examination	University/ Board	Institution	Year	CGPA/ %
BAMMC (Advertising)	University of Mumbai	SIES College (Nerul)	2023	9.3 (Upto Sem-5)
Intermediate/+2	HSC	ATP Junior College, Thane	2020	72.15
Matriculation	CBSE	DAV Public School, Airoli	2016	7.8

## EXPERIENCE

### Visual Arts Head, Frames Film Festival

Jul 2021 – Feb 2022

- Lead and managed a team of 10 volunteers in creating short films, promotional videos, advertising designs and other social media content for the festival and sponsors.
- Reached out to different organizations along with the marketing team to acquire sponsors for the festival.

### Content Marketing for a local Restaurant.

Aug 2018

- Planned an advertisement strategy to create brand recall and awareness for the eatery.
- Created an ad film focusing on instilling a positive brand image associating it with a patriotic theme.
- Designed Flyers for Independence Day offers by the Restaurant to target the locality.

## PROJECTS

### Advertising Design for VALOR (Final Year Project)

- Designed logo and an Advertising campaign for a hybrid watch brand named VALOR.
- Designed advertisements for Newspaper, Magazine, Website, Outdoor, Transit and Merchandise.
- Devised appropriate marketing strategies for awareness and conversions.
- Managed Social Media handles for the same and analyzed metrics such as follower counts, engagement rates, leads generation and conversion rates.

### Video Campaign for Anti-Ragging Committee, SIES(N)

- Worked as a Director of Photography on various Anti Ragging themed awareness videos.
- Ideated scripts, designed storyboards and strategized relevant product placement in the films.

## SKILLS

Paid Media (PPC)	SEM
SEO	Content Marketing
Social Media Marketing	Research and Analytics
Marketing Strategy	Brand Management
Email Marketing	CRM

## CERTIFICATIONS

<b>Google Ads</b> Google Skillshop	May 2023
<b>Inbound Marketing</b> Hubspot Academy	May 2023
<b>Fundamentals of Digital Marketing</b> Google Digital Unlocked	Apr 2023