



## GUNJAN RATHOD

MARKETING PROFESSIONAL

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## PROFILE

Sales and Marketing Manager with more than one year of experience who successfully expanded company's market share through strategic sales initiatives and handled creative direction of many marketing campaigns through meticulous business planning and effective social media marketing

## SKILLS

Project Management

Layout and design

Creative Thinking

Content Management System

Analytics

Customer Relationship Management

MS - Office

## CERTIFICATION

THE COMPLETE DIGITAL  
MARKETING COURSE - 12  
COURSES IN 1

## WORK EXPERIENCE

### SALES AND MARKETING MANAGER

*Techchasmic India Pvt Ltd* Jan 2021 - Present

- Lead a team with different job roles
- Handled multiple platforms like - Amazon, Flipkart, Nykaa, Jiomart, Meesho etc
- Launched & analyzed campaigns for Amazon, Flipkart and Meesho
- Campaign creation for the various platforms
- Analyzing the UI quality
- Guided and keen eye for Graphics
- Competitor analysis for new launching products
- Experienced in Recruiting people
- Developed and implemented short term and long term strategic business plans to drive company growth objectives
- Handled activities pertaining to website & different channels for analytics & keyword research strategies
- Lead content creation for the channels like Amazon and Flipkart, etc

### DIGITAL MARKETING INTERN

*Croma (Infiniti Retail)*

May 2019 - July

- Keeping track record and updating SKU's for Croma Website, Product description include categories such as home appliances & accessories and smart devices.
- Created content for 200 Washers, 40 dryers, 80 Microwaves, 45 desktops & almost 300 ESL Tickets.

## EDUCATION HISTORY

MCOM Part - II  
Mumbai University

May 2021 - 2022

MBA IN MARKETING  
Mumbai Educational Trust

Aug 2018 - 2020

MCOM Part - 1  
Mumbai University

Jun 2017 - 2018

TYBAF  
Ghanshyamdas Saraf College

Sept 2015 - 2017

HSC  
Durgadevi Saraf College

Jun 2013 - 2014

SSC  
D'silva High School

Jun 2011 - 2012