

## **Pushpak Vyas**

**ORM and SEO Associate, Skill-Lync**

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Mob. No.: +919422176538

### **OBJECTIVE**

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To work for the growth of the organization where I am employed and to take the challenging works on hand.

### **ACADEMICS**

June 2018 - June 2020

#### **Master of Science**

Narsee Monjee Institute of Management Studies, Mumbai

- Specialization: Finance, Financial Modelling
- 2.96/4

June 2012 - June 2015

#### **Mechanical Engineering**

University of Amravati

- Specialization: Machine Design, Thermodynamic, Manufacturing Process
- 8.44/10

March - 2012

#### **Diploma in Mechanical Engineering**

Maharashtra State Board of Technical Education

- 71%

March - 2008

#### **S.S.C**

Maharashtra State Board of Secondary and Higher Secondary Education.

- 79.23%

### **COMPUTER**

Skills

- MS Office
- SEO Tools
- ORM

## WORK EXPERIENCE

<b>December 2021 - Present</b>	<b>ORM Associate, Skill-Lync</b> <ul style="list-style-type: none"><li>• ORM is responsible for on-line content, tracking and analysis of reputation</li><li>• factors and account to successful management of Brand's reputation.</li><li>• Facilitate problem resolution along with other questions. Consistently create an exceptional consumer experience with each contact via inbound /outbound post/tweet/email.</li><li>• Performing an in-depth audit of the information on the world wide web and ensure positive reputation of the Brand Continuously monitoring /Tracking the reputation of the brand on various outlets, e.g.</li><li>• social media, search engines, blogs &amp; social communities, consumer forums, etc.</li></ul>
<b>June 2020 - December 2021</b>	<b>Digital Media Marketing, M.MRO Industries</b> <ul style="list-style-type: none"><li>• Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.</li><li>• Designs, builds, and maintains our social media presence.</li><li>• Identifies trends and insights and optimizes spend and performance based on the insights.</li><li>• Brainstorms new and creative growth strategies through digital marketing.</li></ul>
<b>July 2015 - June 2018</b>	<b>Sales Engineer, HPL Electric and Power ltd</b> <ul style="list-style-type: none"><li>• Serves customers by identifying their needs and engineering adaptations of products, equipment, and services.</li><li>• Identifies current and future customer service requirements by establishing personal rapport with potential and actual customers and others in a position to understand service requirements.</li><li>• Provides product, service, or equipment technical and engineering information by answering questions and requests.</li><li>• Establishes new accounts and services accounts by identifying potential customers and planning and organizing sales call schedule.</li></ul>

**STRENGTH**

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- Hard Working
- Leadership
- Punctual
- Co-operative

**HOBBIES**

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- Travelling
- Reading

**PERSONAL DETAILS**

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Date of Birth	16-04-1992
Nationality	Indian
Languages Proficiency	Marathi, English, Hindi

**COMMUNICATION ADRESS**

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A wing 202, Saisrushti Apartment,  
Sector-20, Shilp  
Chowk,Kharghar  
Navi Mumbai 210410