



PRATEEK ADVANI

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India

PROFESSIONAL SUMMARY

Results-driven professional with over 7 years of experience in the field of marketing and communications. Proven track record of successfully executing campaigns and initiatives that have generated significant growth and engagement for clients. Strong strategic and creative thinker with exceptional communication and interpersonal skills, adept at building relationships with stakeholders at all levels.

SKILLS

- Content creation
- Paid advertising
- Video production
- Communication
- Creative thinking
- Coordination
- Marketing automation
- Social media marketing
- Project management
- Social media engagement
- Teamwork

EXPERIENCE

Digital Marketing Senior Associate, Diquery Digital LLP, Oct 2021 - Current, Mumbai, Maharashtra

- Handled Accounts like - GSK, Arcelor Mittal Nippon Steel India, Bengaluru Bulls and many more.
- Modernized web pages and updated social media presence as part of comprehensive strategies to enhance customer engagement.
- Created content strategies for digital media.
- Created customized marketing materials to increase product awareness.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Helped clients develop website portals and social media pages to promote businesses.
- Used critical thinking to break down problems, evaluate solutions and make decisions.

Digital Marketing Consultant, Self Employed, Feb 2020 - Oct 2022, Mumbai, Maharashtra

- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action enhance client success.
- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Increased customer engagement through social media.

- Led and managed talented teams to plan and implement project tasks meeting timelines and exceeding expectations.
- Continually maintained and improved company's reputation and positive image in markets served.

Digital Marketing Manager, Lifecare Diagnostics, Dec 2019 - Feb 2020, Mumbai, Maharashtra

- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Analyzed competitor pages to locate backlink and keyword opportunities.
- Created social media content with consistent content and tone.
- Drove cross-functional collaboration with focus on quality service delivery.
- Managed team engaged in ongoing product optimization, account management and ad placement.
- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Monitored and evaluated website analytics to assess campaign success, identify issues and make forward-thinking adjustments to maintain targets.

Assistant Manager Sales, ABEC, Palm Expo, Jan 2019 - Jun 2019, Mumbai, Maharashtra

- Drove business growth and leveraged boost to control production costs and increase profit margins.
- Attracted new clientele and developed customer relationships by hosting product-focused events.
- Met and exceeded all quotas throughout tenure.

Digital Marketing Specialist, Reternetics, Apr 2015 - Feb 2019, Mumbai, Maharashtra

- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
- Created wide range of digital assets such as rich media online ads and micro websites.
- Evaluated market trends to stay current on consumer and competitor changes.

Video Content Producer, Self-Employed, Apr 2014 - Apr 2018, Mumbai, Maharashtra

- Applied current editing and photography tools to tell great stories.
- Crafted dynamic content marketing pieces for broad client base to drive consumer awareness of brands.
- Wrote quality content for clients, enabling site visitors to quickly obtain information.
- Created dynamic graphics and pieces to increase website and social media traffic.
- Utilized digital publishing platforms to prepare well-structured drafts. Generated stories to reflect current trends and news to pull audience into website.

EDUCATION

Post Graduate Diploma, Advanced Certificate in Digital Marketing and Communications

Mudra Institute of Communications - Ahmedabad

Dec 2022

Bachelors Of Mass Media, Advertising

Mar 2015

Mumbai University - Mumbai, Maharashtra

H.S.C, Arts

Mar 2012

Mitihibai College - Mumbai, Maharashtra

I.C.S.E

May 2010

City International School - Mumbai, Maharashtra

LANGUAGES

English, Advanced

Hindi, Fluent