

Soham Bubukwar

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SUMMARY

Dynamic and Results-driven professional with a proven track record in Digital Marketing and Business Development, sharpened through leadership roles at Digiholic Marketing Agency and Aquarius Ventures. An expert in SEO and Strategic Partnerships. I delivered a 20% boost in Lead Conversion and significantly expanded high-value Client Portfolios. Fluent in English, Marathi, and Hindi, which helped in seamlessly securing high-value clients, enhancing business reach and profitability My deep expertise in Project Management and Performance Optimization ensures relentless growth, operational excellence, and unwavering client satisfaction.

EXPERIENCE

Business Development Executive, 08/2024 - Current

Aquarius Ventures - Pune

- Identified new business opportunities in the Real Estate Sector and initiated strategic partnerships with key developers in the Pune region.
- Established strategic alliances with tech start-ups for joint ventures in emerging markets.
- Reached out to 100+ corporate clients to introduce a new Festive Sale Opportunity, with the purpose of their participation.
- Developed a partnership proposal for collaboration with real estate developers, increasing the company's visibility in Pune's property market.
- Negotiated and closed deals with leading Real Estate Developers to expand Company reach and profitable relationships.
- Closed high-value contracts originated from the Lead Generation by Campaigning in Major Cities in Maharashtra and countries like GCC, Australia, USA, UK, etc.
- Designed customized sales pitches for new clients, increasing lead conversion by 20%.
- Negotiated pricing and guided the clients with latest market trends and prices, resulting in increased Brand trust and conversions.
- Expanded sales pipeline by onboarding 50 new clients through cold outreach and networking events.
- Collaborated with product development teams to improve offerings based on customer feedback.
- Managed post-sales client relationships, securing a 10% increase in repeat business within six months.

Digital Marketing Intern, 05/2023 - 08/2023

Digiholic Marketing Agency

- Managed Social Media Marketing, SEO, Website Optimization, and Graphic Design
- Handled key accounts: 'Podar Jumbo Kids, Tamil Nadu' and 'Happy Sparrow Pre-School.'
- Created and secured approval for social media creatives; collaborated with Graphic Designer
- Strategically posted content on various social media platforms
- Optimized the website for 'SitaVatika Spices.'
- Executed comprehensive Off-Page and On-Page SEO for 'Al Masam Stationery.'

SKILLS

- Data Analytics
- ERP Systems Implementation
- MS Excel
- MS PowerPoint
- Brand development
- Campaign coordination
- Market segmentation analysis
- English (Fluent)
- Marathi (Fluent)
- Hindi (Fluent)
- Japanese (Can Understand)
- Performance Optimization
- Brand strategy
- Keyword Research
- Social Media Marketing
- Email Marketing
- Graphic Design
- Public Relations
- Project Management
- Social Media Management
- Sales Techniques
- Search Engine Optimization (SEO)

CERTIFICATIONS

- Introduction to MS Excel, 15th February, 2024
- Digital Marketing 101, 20th February, 2024
- Entrepreneurship - From Ideas to Reality, 20th July, 2024
- Business Models in Strategic Management, 25th July, 2024
- AI for Bloggers: SEO, Content Writing & Optimization, 7th August, 2024
- Google Analytics for Beginners, 13th August, 2024
- AI in Marketing, 20th August, 2024
- AI Powered Shopping Ads Certification, 08/01/24

EDUCATION

BBA : Digital Business Marketing, 2024
Indira Institute of Management - Pune, MH

Higher Secondary Education :
Commerce, 03/2021

S.N.B.P. International School - Pune, MH

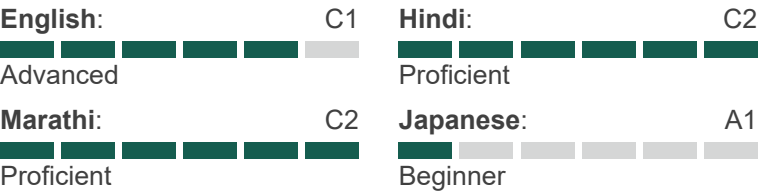
- **Special Subject**: Banking & Finance
- **Key Subjects**: Book Keeping & Accounting, Economics, English,

- Demonstrated adaptability and expertise in delivering results across various digital marketing domains

ACCOMPLISHMENTS

- Served as Training Manager in the last month of Internship for new recruits.
- Awarded the title of 'Star Performer' for website optimization done for 'SitaVatika spices.'
- Cracked High-profile clients in Real Estate like Developers and Customers using proficient skills in English and Hindi

LANGUAGES



HOBBIES AND INTERESTS

- Singing & Instrumentation
- World Travel & Exploration
- Outdoor Sports: Swimming, Basketball, Cricket, etc.
- Indoor Sports: Chess, Carrom, Table Tennis, Pool. etc.
- Culinary Enthusiast

EXTRACURRICULAR PROJECTS

Online Businesses in the UAE:-
Researched business opportunities and market trends in the UAE, analysing established online businesses and identifying emerging opportunities, providing guidance on launching from scratch.

Organization of Commerce & Management, Banking

- **Skills Acquired:** Financial Analysis, Banking Operations, Business Management, Economic Principles
- **Achievements:** Excelled in finance-related coursework, participated in commerce-related extracurricular activities, consistently high academic performance