
Vimal Bachani

Ahmedabad, Gujarat

Objective

Highly motivated professional seeking to leverage my skills in management, branding, and marketing through hard work and dedication. Committed to continuous learning and professional growth.

Education

Gujarat University Ahmedabad

B.Com • Ahmedabad, Gujarat

04/2019

CGPA: 7.45 (70%)

St. Xavier's High School, Hansol

HSC • Ahmedabad, Gujarat

06/2016

- Percentage: 79%
- Percentile: 98.28%

Sadhu Vaswani High School

SSC • Ahmedabad, Gujarat

06/2014

Experience

Awesomfab Shopping Private Limited (February 2021 - Present)

Digital Marketing Executive • Ahmedabad, Gujarat

02/2021 - Present

- Managed social media campaigns and day-to-day activities, including scheduling regular updates and engaging with users.
- Successfully implemented branding strategies, increasing Instagram followers from 5,000 to 25,000+.
- Achieved 50 Lac of revenue while maintaining a ROAS of 5.
- Streamlined the complete order flow and operations process through the use of Google Queries and other automations.
- Handled performance marketing activities to drive brand visibility and customer engagement.
- Collaborated with team members to coordinate and ensure successful online marketing campaigns.
- Analyzed data to identify trends, generate reports, and adjust campaigns for optimal ROI.
- Collaborated with internal teams to enhance design, usability, content, and conversion points of websites.
- Developed and managed various digital marketing campaigns, including web marketing, email campaigns, and online advertising.
- Developed and implemented social media strategies in coordination with team members and stakeholders.
- Monitored digital marketing initiatives and ensured compliance with the budget.
- Performed research and stayed updated on all digital developments for channel managers.

Sijpat Ecom Trade Solutions

Digital Marketing & Web Developer Executive • Ahmedabad, Gujarat

07/2019 - 02/2021

- Led a team in web development and implemented digital marketing strategies.
- Managed client relations and delivered exceptional customer service.

- Executed performance marketing campaigns and improved SEO.
- Provided web development services, client consulting, and WordPress training.
- Implemented on-page SEO and social media optimization (SMO).
- Managed Facebook Ads and Google Ads (PPC) campaigns.

Sharaj Electrotech Private Limited

Web Developer & Ecommerce Assistant • Ahmedabad, Gujarat

04/2018 - 06/2019

- Designed and developed website, ensuring visually appealing and user-friendly interfaces.
- Handled ecommerce operations on platforms such as Amazon and Indiamart.
- Managed product listings, inventory, and order fulfillment.
- Implemented effective SEO strategies to improve online visibility and organic search rankings.
- Conducted market research to identify trends and optimize product offerings.
- Collaborated with cross-functional teams to enhance the overall customer experience.
- Utilized web analytics tools to monitor website performance and make data-driven decisions.
- Provided timely customer support to address inquiries and resolve issues.
- Implemented marketing campaigns to drive traffic and increase sales.

St. Kabir High School, Sardarnagar

Teacher • Ahmedabad, Gujarat

04/2017 - 03/2018

- Teaching 2 Subjects Computer and English.
- Implemented engaging teaching methods to facilitate student learning.

Technical Proficiency

Microsoft Office, Tally ERP, Photoshop, Adobe XD, WordPress, Shopify, Facebook Ads, Google AdWords, Power BI, Google Ads Editor, Helium 10, Canva, Google Analytics, GTM, OnPage SEO, Off Page SEO

Skills

- Ecommerce operations and management
- Client relations and customer service
- Team management and leadership
- CMS-based web development (WordPress & Shopify)
- Digital marketing (performance marketing, media buying, on-page SEO, off-page SEO, email marketing)
- Social media management and strategy development
- Facebook Ads and Google Ads (PPC) management
- On-page SEO and social media optimization (SMO)
- Data analysis and reporting
- Communication and interpersonal skills

Languages

Hindi, English, Sindhi, Gujarati

Certifications

- Masters in Digital Marketing - DSA Academy
- Google Ads Certification - Google Digital Garage
- PHP Development Certification - Udemy
- Tally ERP 9 Certification - Pragati Institution