

EDUCATION

SAVITRIBAI PHULE PUNE UNIVERSITY

May 2017 - June 2019

Master in Business Administration

Marketing Management

SANT GADAGE BABA AMARAVATI UNIVERSITY

May 2012 - June 2016

BACHELOR OF ENGINEERING

Electronics and Tele-communication

WORK EXPERIENCE

CREDIBLE MARKETS ANALYTICS PVT LTD

Feb 2021 - till date

Digital Marketing Executive

SEO -

•Off-Site web promotion for individual reports, articles, reports briefs company website, and group website and increasing web traffic and maximizing conversation using applied advanced promotion techniques.

• Work on SEO Management, internet marketing, social media marketing, press release basic understanding required, and "Email Marketing"

Email Marketing-

• Designing email template for Market Research Report.

• Extraction of Email campaigns by using MS Excel(V-Lookup) and sharing the data with the team for mail merge.

• Data segregation/sorting/implementation according to the campaign requirement.

•Data Mining using different tools like Hunter.io, Email Lead-leaper Clear-bit, etc

•Use of email marketing tools for bulk mailing like Mail-chimp, SendInBlue, etc

•Giving the right subject line to the particular campaign according to the email template.

•In depth knowledge about SMTP Mail Server where we can send bulk email with less bounce back.

•Knowledge of data mining, Email Marketing tools, and email verifier tools too.

HELPOVERSEAS IMMIGRATION PVT LTD

May 2019 - Jan 2021



APEKSHA DESHMUKH

Digital Marketing Executive

📅 24th July 1994

👤 Female

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📄 <https://www.linkedin.com/in/apeksha-deshmukh-492b0a140/>

OBJECTIVE

Seek to work in an environment that give me a scope to enhance and utilize my knowledge, skills and creativity in the Digital Marketing will challenge me further; while allowing me to contribute to the continued growth and success of the organization. Obtain a position that will provide me the ability to apply my experience and knowledge to a growing industry..

Business Development Executive

- Build contacts with potential clients to create new business opportunities.
- Assistance for the visa application process.
- Maintained friendly and professional customer interactions
- Handling clients using CRM tool
- Handled calls for new business leads.
- Maintained knowledge of all visa product and service offerings of the company
- Dealing with international clients and assisting them from their CV for Permanent Resident Visa.
- Deal with 11 countries clients, give them free counseling sessions on skype call and what's app video call by studying their CV.

HOBBIES

- Dancing
- Listening Music
- Travelling

SKILLS

Team Handling	<div><div></div></div>
Keyword Research	<div><div></div></div>
Email Inbox Landing	<div><div></div></div>
Email Marketing	<div><div></div></div>
Customer Relationship Management	<div><div></div></div>
Account Management	<div><div></div></div>
Communication Skills	<div><div></div></div>
Negotiation skills	<div><div></div></div>
End to end sales support	<div><div></div></div>
Payment Recovery	<div><div></div></div>
Client Follow up	<div><div></div></div>

CERTIFICATIONS

I have done an internship with Parekh plexus Pvt ltd for 2months. I worked for lead generation. They have entered the market with the mobile application where I have done listing of Wholesaler, Retailer, and Manufacturer.	2018
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ACHIEVEMENTS

(Best Performer of the Month)I have successfully exceeded my monthly sales target, directly contributing to the company's bottom line.	2020
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