

KASHYAP DAVE

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SUMMARY

- I have over 4 years of total work exp. into digital marketing from 2.3 years.
- Prior exp. of client relationship management as well. Qualification - BE and MBA.
- Having excellent knowledge in digital marketing along with Photoshop and image designing etc.
- Google Analytics Certified, Hootsuit Social Media Marketing Certificate.
- Google AdWords Certified*

PROFESSIONAL EXPERIENCE

Tri-force Consulting Services Inc. Ahmedabad

April 2015 – Present

Digital Marketing Executive and Help desk support

- A digital marketing executive plays a specialized, individual contributor role as part of the Digital Marketing & Analytics team.
- Through digital and online techniques and analysis, the digital marketing executive pursues specific goals in lead generation, lead qualification, communication, brand building and conversion.
- End to End execution of marketing projects and campaigns, including ideation, creation of collaterals, distribution of collaterals in various media and measurement and analysis of impact.
- Efficiency at Google analytics a Google webmaster tool
- Efficiency in writing blogs, articles, press releases
- Execution of Search Engine Optimization on a continuous basis
- Social media marketing, Forum postings
- To prepare product presentations and optimize it on different social media channels
- Execution of Social Media Marketing efforts
- Creation and execution of Email based marketing campaigns
- Continuous review and active management of website and other online assets

Black pearl outsourcing. Ahmedabad

June 2014 – April 2015

Technical Executive

- Presentation of our various processes
- Give Demo and Training to client
- Solve Technical issue

Miracas Lifestyle Pvt Ltd. Pune

July 2013 – June 2014

Relationship Manager

- Miracas.com is the online e-commerce portal, they portal selling different types of Men, Women western clothes.
- Liaising and building relationships with a range of Customers and Courier Company.
- Maintaining and updating mailing databases

- Solve query and problem of customers.
- Customer profiling
- Generate Tracking id and track on item
- Handling return department
- Upload new arrivals item in catalog and various e-commerce site
- Online Promotion activity i.e. email promotion

SUMMER INTERNSHIP PROJECT

MTS India. Pune

2 Months

Selling and promoting of MTS product

- A study on the consumer buying behavior of products and services offered by MTS

Extra-Curricular Activities:

- Did a Robotics Work shop conducted by IIT, Delhi.
- Participated in many competitions like Technical Quiz, Games.

CERTIFIED COURSE

- Google AdWords*
- Google Analytics certified
- Hootsuite social marketing certification
- Photoshop
- Web Designing
- Graphics Designing
- C language
- Animation

EXPERTISE SKILLS

Photoshop, Web Designing, Graphics Designing, Basic PHP, CSS, HTML, SEO (Tools), Online Marketing, Word press, web analysis, Google AdWords, Microsoft office many More.

STRENGTHS

Dedicated, Co-operative, Smart Worker, Good Team Member

EDUCATION

MIT School of Telecom Management (MITSOT) Pune, Maharashtra
PGDM (MBA) in Systems Management

August 2013

Gf's Godavari College of Engineering, Jalgaon
B.E (Electronics & Communication)

July 2011

12th Higher Secondary Certificate HSC
V.R Vidhyalaya, Palanpur

March 2006

10th Secondary School Certificate SSC
Shree Sarvoday School, Deesa

March 2004