

# 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

#### Tech Lead

April 2018 – Present

- Understand and predict the needs of the client.
- Prioritise projects according to customers' needs
- Help with planning and execution of most valuable projects
- Testing of completed tasks in ongoing projects in team before sending updates to reporting authority/client.
- Focusing the team to ensure an on-time delivery of the agreed task.
- Reporting progress to the Project Manager/ Clients
- Training and mentoring of team members.

#### Digital Marketing Executive and Help desk support

April 2015 – April 2018

- 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  
Technical Executive**

**June 2014 – April 2015**

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

**Miracas Lifestyle Pvt Ltd. Pune  
Relationship Manager**

**July 2013 – June 2014**

- 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  
Selling and promoting of MTS product**

**2 Months**

- 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**

<b>MIT School of Telecom Management (MITSOT) Pune, Maharashtra</b> PGDM (MBA) in Systems Management	<b>August 2013</b>
<b>Gf's Godavari College of Engineering, Jalgaon</b> B.E (Electronics & Communication)	<b>July 2011</b>
<b>12<sup>th</sup> Higher Secondary Certificate HSC</b> V.R Vidhyalaya, Palanpur	<b>March 2006</b>
<b>10th Secondary School Certificate SSC</b> Shree Sarvoday School, Deesa	<b>March 2004</b>