

# KASHYAP DAVE

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## SUMMARY

- I have over 4 years of total work exp. into digital marketing from 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**

**12<sup>th</sup> Higher Secondary Certificate HSC**  
V.R Vidhyalaya, Palanpur

**March 2006**

**10<sup>th</sup> Secondary School Certificate SSC**  
Shree Sarvoday School, Deesa

**March 2004**