

## CONTACT



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HSR LAYOUT, BENGALURU

## EDUCATION

### PURSUING MBA – MARKETING

Pursuing PG Program in Management at IMT Ghaziabad

Pursuing PG Program in Management at IMT Ghaziabad

### BACHELOR OF COMMERCE

Gulbarga University | 2020

## ADDITIONAL SKILLS

- Exceptional communication and networking skills
- The ability to work under pressure and multi-task
- Have proficiency in multiple Digital Marketing Tools
- Exhibits a high degree of ownership and accountability

## Tools

- TUBEBUDDY
- SEM RUSH
- AGORAPULSE
- SPROUT SOCIAL
- RESTREAM
- CANVA
- ZOHO CRM
- GOOGLE KEYWORD PLANNER
- TABLEAU
- SOCIAL BLADE
- GOOGLE DOC
- GOOGLE SHEETS
- CANVA

# SAI SHASHANK

## DIGITAL MARKETER

## CAREER OBJECTIVE

Extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas for growth of the Company

## WORK EXPERIENCE

APRIL 2021 – PRESENT

### SENIOR SOCIAL MEDIA MARKETER

UPGRAD JEET

- Optimizing Social Channels Channel
- Keyword Research w.r.t search volume and score
- Campaign planning and execution
- Planning social media calendar (Instagram & Facebook)
- Managing the online reputation of the company (ORM)
- Cross-promotion of the content
- Planning Academic and Non-Academic content
- Competitor Research
- Influencer Marketing (searching and onboarding)
- Keep Engagement on Social Channels (Telegram, YouTube, Instagram, and Facebook)
- Coordination with different stakeholders on a daily basis
- Manage social media planning for execution of marketing strategies and community management.

JAN 2019 – JULY 2019

### DIGITAL MARKETING EXECUTIVE

COLIVE

- Reviewing performance of website
- Creating marketing objectives based on the brand requirement in social media
- Social media marketing with creating post & social media calendar.
- Implementing marketing strategies that result growth of website.

# COURSES

Certified digital marketing course National institute of digital marketing (NIDM)

- Generating leads from facebook & Classifieds.
- Handling all BTL activities.
- Worked On Zoho Crm Software to analyse leads flow.
- Generated 14000 leads through Classifieds & facebook.
- Tracked web sales, email performance, and promotions