

Neha Laxman Shirude

Digital Marketing Associate



Career Objective

Results-oriented and proactive digital marketing associate with a strong passion for leveraging digital channels to drive brand awareness and business growth. Seeking an opportunity to apply my knowledge and skills in social media management, content creation, SEO, website designing and campaign creation to contribute to a dynamic marketing team.



Professional Experience

- August-2023 to Present (2 Months): **Digital Marketing Associate**
24 Webtech Pvt. Ltd., Kharadi, Pune.
- March-2023 to June-2023 (3 Months): **Digital Marketing Intern**
Digitize Brand Hub (India) Pvt. Ltd., Pune.
- March 2022 to Aug 2022 (6 Months): **E-Relationship Manager**
ICICI Bank Ltd., Thane.
- Aug 2020 to March 2022 (1.5 Years): **E-Commerce Executive**
Sonkul Agro Industries Pvt. Ltd., Nashik.



Profile Summary

- Master's in Agri Business Marketing with 2+ years of experience in marketing and sales of agricultural products and banking sector.
- **Software – CANVA, Filmora, Flexiclip, Instagram Insights.**
- Creating campaigns on **Social Media Platforms** such as Facebook, Twitter, LinkedIn, Google Ads and Instagram.
- Creating a Business page on social media platforms like Instagram and Facebook and Hash tag Research.
- **Search Engine Optimization** – Keyword Research, On page and Off page SCO.
- Drafting and sending the marketing emails using Mailchimp to attract target audience via **Email Marketing**.
- Generating reports for traffic analysis, Website performance over the globe and Scenario analysis using **Google Analytics**.



Personal Info

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Core Competency

- Social Media Marketing
- Instagram Insights
- Search Engine Optimizations
- Facebook Add Campaigns
- Email Marketing
- Key word research
- Hash Tag Research
- Sales Pitching
- Market Research
- Google Analytics



Trained In

- Website designing using WordPress program.
- Email Marketing
- Search Engine Optimization
- Graphics and video editing program
- Social Media Marketing
- NISM Certified for mutual fund Investment.

August-2023 to Present – 24 Webtech Pvt Ltd, Kharadi, Pune.

Digital Marketing Associate

➤ Roles and Responsibilities:

- Working on **SEO Off Page** activities.
- Generating backlinks organically for the website by submitting press releases on multiple blogging sites.
- Creating graphics for **LinkedIn articles** and submission of images on **Pinterest**.
- Creating and posting of videos on **YouTube** channel.
- Submitting research reports on **Issue.com** and **Slideshare** platforms.
- Publishing **LinkedIn articles** for lead generation.
- Contributing in **Email Marketing** for expanding the customer base.

March-2023 to June-2023 – Digitize Brand Hub (India) Pvt Ltd, Pune.

Digital Marketing Intern

➤ Roles and Responsibilities:

- Contributing to the creation of email campaigns and social media content.
- Conducting market research to identify target audience characteristics, behaviors and preferences.
- Assisting in competitor analysis to understand industry trends and positioning.
- Assisting in tracking, analyzing and reporting on digital marketing metrics using tools like Google Analytics.
- Identifying trends, patterns and insights from data to optimize future marketing strategies.
- Creation and execution of email marketing campaigns and segmenting email lists and personalizing email content for better engagement.
- Creating the setup and management of PPC campaigns, such as Google Ads or social media ads and conducting keyword research, creating ad copy and monitoring campaign performance.
- Conducting keyword research to identify relevant and high-ranking keywords and optimizing website content, meta tags and URLs for improved search engine visibility.
- Creating, scheduling and publishing engaging content on social media platforms, monitoring social media channels, responding to comments and engaging with the online community.

March 2022 to Aug 2022 – ICICI Bank Ltd, Thane.

E-Relationship Manager

➤ Roles and Responsibilities:

- To engage with the high-value customers to provide 360-degree banking solutions.
- Build and deepen relationships with customers to achieve increase in share of wallet and revenues through the phone banking channel.
- Single point of contact for the privileged customer for banking assistance.



Professional Skills:

- Canva
- Filmora
- Flexiclip
- Instagram Insights
- Wordpress
- Mailchimp



Education:

- **Masters in Agri Business Marketing, Pune University (2019 to 2021) –**
79.72 % - Distinction
- **Bachelors in Agricultural Science, Mahatma Phule Agri University Rahuri (2015 to 2019) –**
84.50 %- Distinction
- **HSC, Maharashtra State Board (2015) –**
68.15 %- First Class
- **SSC, Maharashtra state Board (2013) -**
83 %- Distinction





Academic Projects:

- **MBA-** “Research Proposal on Onion Price Fluctuations”
- **BSC-** ‘Bio Fertilizer Production”



Skills & Strengths

- Positive attitude
 - Systematic Working
 - Work & priority management
 - Critical thinking ability
 - Hardworking
 - Quick learner
-  Gardening  Cooking

 **Aug 2020 to March 2022 – Sonkul Agro Industries Pvt Ltd, Nashik.**

E-Commerce Executive

➤ **Roles and Responsibilities:**

- Engage with customers on E-commerce platforms like Amazon, Flipkart and Bighaat to expand and develop the customer base.
- Generate new leads through India Mart and achieve business target by converting.
- Observe the sales, promotions, marketing and social media activities over digital platforms.
- Ensure the fulfilment of customers' orders via store pick of delivery service.



Declaration

I here with declare that the above given particulars are true and correct to the best of my knowledge and belief.

-Neha Laxman Shirude