

Vikrant Bhingardive

Creative Digital Marketing professional experienced in coordinating and implementing online promotion strategies. Expertise in marketing campaign development, email marketing strategy and social media engagement. Proven history of stellar industry performance, including writing sales copy, developing landing pages and improving user experience.

302, Radhika Regency,
Chowdhary Park, Lane 8,
Dighi-Pune 411015
8483-888-585 | 8554-888-988
hello@vikrantbhingardive.com
www.vikrantbhingardive.com
www.markedia.in
www.markedia.co.in

EXPERIENCE

Freelancer, Pune — *Digital Marketer | Wordpress Designer*

FEBRUARY 2019 - PRESENT

- Helped clients develop website portals and social media pages to promote businesses.
- Monitored and optimized advertising campaigns using Google, Facebook and Bing.
- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Developed and managed communications strategies, plans and budgets.
- Preserved brand integrity by monitoring consistency and quality of marketing content.
- Designed and implemented website from initial concept, site architecture and wire frames to finished deliverable.
- Installed required plugins and additional coding to fit final design and functionality requirements.
- Designed interfaces and graphics for presentations and mobile-delivered applications to enhance content.
- Developed and implemented SEO to improve effectiveness of marketing efforts.

Mega Fibre Private Limited, Pune — *Sales Executive*

OCTOBER 2018 - JANUARY 2019

- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Targeted new markets and increased sales through proactive sales and negotiation techniques.
- Maintained detailed records of sales progress, inventories and marketing success to better align goals with company priorities.
- Developed paid client ads for use on diverse social media platforms.
- Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing and trackbacks.

SKILLS

Strategic Planning, Redirect monitoring, Ad development, SEM trend knowledge, Market research, Digital media, HubSpot, MS Office, Customer Service, Google Analytics, MailChimp, Wordpress, Blogging, Graphic design

CERTIFICATES

Fundamental Of Digital Marketing - Google Digital Unlocked

Social Media - HubSpot Academy

Tarot Card Success - Udemy

LANGUAGES

Marathi | Hindi | English

- Increased brand awareness through creation and management of social media channels, boosting social media engagement.
- Used [Photoshop CS2](#) to design promotional materials, including search engine marketing advertisements and mobile advertisements.

Xxovek Web Solutions Private Limited, Pune — Operations Manager

JANUARY 2018 - AUGUST 2018

- Directed day-to-day operations focused on attainment of key business metrics, continuous improvement initiatives and **10**-members management team with related direct reports.
- Conducted performance reviews each quarter, offering praise and recommendations for improvement.
- Developed and implemented daily operations plans such as delivery routes, employee assignments and promotional strategies.
- Protected company assets from loss such as theft or damage by setting and enforcing effective security policies.
- Optimized organizational operations and facilitated decision-making by examining problem-solving concepts, including quantitative methods and techniques.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Reduced expenses by effectively negotiating contractor prices, terms and service agreements.

Yog Electro Process Private Limited, Pune — Marketing Executive

APRIL 2015 - DECEMBER 2017

- Identified target audiences and devised campaigns to match target demographics and optimize results.
- Analyzed consumer usage patterns to identify trends and target key demographics.
- Developed new branding strategies and marketing collateral to foster business development and achieve revenue targets.
- Increased customer engagement through social media.
- Posted new content for products and services when managing marketing and release calendars.
- Developed social media calendar, which included scheduling email blasts, social media posts, marketing campaigns and website updates.
- Maintained company's social media presence by posting messages, answering posts and monitoring responses.
- Utilized content management system to post images and videos of

company products online.

- Analyzed and reported social media and online marketing campaign results.
- Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies.

EDUCATION

University Of Pune, Rahuri — SSC

2010

Institute for Studies In Design & Technology, Ahmednagar — *Interior Designing*

2014

HOBBIES

Internet Surfing

Internet makes our life become more convenient and variable. Take I used to go to the movie theater to see movies. With the Internet, I almost stay at home to download movies to watch and can eat my favorite food while enjoying the movies. I consider that the Internet is one of the biggest inventions in this generation. To sum up, the Internet not only changes people's interests but also turns the world into the speed generation. As the Internet saves us much time, we can have enough time to do other things. The Internet is a marvelous creation in this generation.