# passportphotoBHASKAR

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Preferred Location: Dubai(UAE)

# OBJECTIVE

Seeking a suitable position in **Digital Marketing Specialist/ Operations E-Commerce** and allied Industries, that draws on the experience, powerful work ethics and skills to develop thriving strategies for a top-notch organization.

# CERTIFICATIONS

* Google Fundamentals of Digital Marketing
* Google Analytics
* Digital Marketing Specialist certified by Inventateq Bangalore,India

# SKILL SET

|  |  |  |
| --- | --- | --- |
| * Keyword Research | * Email marketing | * Affiliate Marketing |
| * SEO On-page Optimization | * Competitor Analysis | * Product Photography |
| * SEO Off-page Optimization | * Magento 1.9 | * Amazon Vendor Central & Seller Central |
| * Social Media Ads | * Order Processing | * MS.Office |
| * Monday.com | * Working Capital Loans | * Financial Analysis |

## DIGITAL MARKETING/SEO TOOLS

|  |  |  |  |
| --- | --- | --- | --- |
| SEMRUSH | AHREF | GOOGLE TAG MANAGER | GOOGLE MY BUSINESS |
| GOOGLE ANALYTICS | NETPEAK SPIDER | GOOGLE ADWORDS | MAIL CHIMP |
| GOOGLE SEARCH CONSOLE | WORDPRESS | CANVA.COM | GOOGLE KEYWORD PLANNER |

**PROJECTS HANDLED:**

* Kabloom.in: Re-launched Kabloom.in with a totally new look
* No Drama Lama: Website building completed and delivered
* Classesnearby.com: Full website SEO done

## WORK EXPERIENCE:

**Job role: E-Commerce Project Executive Company: Toys Distribution service company**

## Duration: May 2019- June 2019 Location: Dubai, UAE

**Responsibilities:**

* Finalizing web design & development company.
* Online competitor Analysis, Market research
* Coordinate with different departments for the website design.
* Making feasible plans that achieves the goals and objectives of the project and aligns with the organization’s overall business strategy.

## Job role: Operations Manager Company: Kabloom Corp.

**Duration: December 2017-September 2018 Location: Bangalore, India**

## Responsibilities:

* Order processing-Processing daily orders of flowers in different warehouses in Miami, Brooklyn, California, Florida, New jersey
* Inventory management- managing inventory in the different warehouses according to the requirements.
* Managing daily reports like Out Of Stock reports, Defect reports, Faulty shipping report
* Managing products on the website according to seasonal availability and festivals and promotions.
* Solving complaints for defective products and monitoring defect rates.
* Managing changes and updates in company websites according to the seasonal requirements.
* Documentation of different processes for future use training and references.
* Testing new projects under development.
* Assisted in editing and writing of product description content and marketing materials for the website and social media posts.
* Planning different products, categories and promotional activities for upcoming event or occasions.
* Daily business Reporting and Monitoring

## Job role: Business Analyst Company: Kabloom Corp.

**Duration: January 2017-December 2017 Location: Bangalore, India**

## Responsibilities:

* Decision making and solving problems by using logic and reasoning.
* Coordinating and Planning with different departments and working as a team for different business or project requirements.
* Analyzing the requirements, managing time and priorities to find out the most efficient way of delivering the project on time.
* Testing and Quality Checking of projects under development.
* Finding, identifying and implementing new ways for businesses to improve based on previous performance and research reports.
* Assisting in Digital marketing.
* Attending and organizing events for new lead generation and knowing market trends and opportunities.

## Worked in: Bisnupriya Tea Industry(Family Business) Duration: January 2016-November 2016

**Location: Sibsagar, Assam**

## Responsibilities:

* + Procurement of Tea leaves(Raw materials) and production process.
  + Handling of Sales and vendors.
  + Stocking & transportation of Raw materials and Finished goods.

## Job role: Relationship Officer Company: ADCB Simplylife Duration: July 2015-October 2015 Location: Dubai UAE Responsibilities:

* + Direct Sales of Credit cards and Personal Loans to ensure target achievement and business generation.
  + Looking for new sales opportunities by setting up meeting with new clients by cold calling or by references.
  + To deliver a high quality client service and customer retention approach to managing client relationships to enhance product sales and new client growth targets.
  + Achieve agreed individual performance targets for deposit growth, income generation, product sales and new client growth targets.

## Job role: Relationship Manager Commodity Finance & Agri- Lending

**Company: HDFC BANK LTD Duration: March 2012-February 2015 Location: India Guwahati Responsibilities:**

* + Ensuring business targets achievement and generating business from the customers.
  + Monitoring credit exposures, renewals of facility and interacting with customers pre & post loan sanction.
  + Cross selling of different products like Insurance products, Vehicle loan, Personal Loan, Credit Cards.
  + Monitoring client requirements, identified prospective opportunities and assisted in increasing revenue.
  + Checking balance sheet and performing financial analysis for short term financing for SME company.
  + Performing pre-sanction and post-sanction documentation..

## Job role: Personal Banker/Teller Company: HDFC BANK LTD

**Duration: December 2010-February 2012 Location: India Guwahati Responsibilities:**

* + Balancing currency, coin, and cheque in cash drawers at ends of shifts, and calculate daily transactions using computers, calculators, or adding machines.
  + Cash checks and pay out money after verifying that signatures are correct, that written and numerical amounts agree, and that accounts have sufficient funds.
  + Receive checks and cash for deposit, verify amounts, and check accuracy of deposit slips.

# EDUCATION

* + **Master of Business Administration(MBA) – Specialization in Finance & Marketing**, Bangalore University, India (2010)
  + **Bachelor of Commerce**, Bangalore University, India (2007)

# LANGUAGE SKILLS

Fluent in English, Hindi and Assamese

# PERSONAL DETAILS

Gender: Male Nationality: Indian Marital Status: Married

Date of Birth: 19th January 1985