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|   RESUME Mohd Vasit Malik  |
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| **Date of Birth**1st March 1990**Sex**Male**Nationality**Indian**Marital Status**Single**Linguistic Knowledge**English & HindiStrengthsAbility, Interest and willingness to learn Problem ManagementAdaptability to change, Self Motivated, Positive Attitude, Passionate, Good Communicational skills**Other interests** Playing Snooker, Basketball,Visiting new places as a traveler.Trying every new cuisine.    ***Extracurricular Activities :**** Member of Marketing Team for UDBHAV, Annual Fest of DIT.
* IV - Position, Bareilly Snooker Club Championship. (2010).
* I Position as Team in Intra School Basket Ball & Net Ball Tournaments. (2008).
* Participated in Activities & Sports both at College & School Level.

KEY COMPETENCIES AND SKILLS***:***Goals orientatedBusiness DevelopmentClient relationsEmail CampaignsBusiness modeling PPC MarketingSEOSEMSMMBudgetary controls | ObjectivesTo work as a marketing professional in a fast growing infrastructure and development environment that will provide support, mentoring and guidance while allowing me to test my knowledge, skills and abilities .To work in a highly challenging and competitive atmosphere with highly motivated team of professionals where my technical, analytical as well as interpersonal skills could be tested to it’s fullest which will provide me an edge to get an opportunity to grow my skills working as an marketing professional with assisting the organization to meet its target and goals. Education**B.Tech (Electrical and Electronics) from DIT School Of Engineering (U.P.T.U.) (2008-2012) with 60%.****Intermediate** from **CBSE Board with 72%. (2008)****High school** from **CBSE Board with 85%. (2006)**Certifications And Technical Skills:* Basic Knowledge of  **HTML , Hosting Servers, and Windows OS.**
* Able to work on **Internet Applications, MS Office, Photoshop and video editing software.**
* **Google Adwords Certified Professional.**

Sales & Business Development Skills:Business Development , Customer Relations & Service, Cold Calling & Prospecting , Word-of-Mouth Marketing , Lead Generation, Sales Presentations, Digital Marketing. Trade Show Marketing - Sales & Pricing Strategies - Competitive & Market Analysis.Training:Undergone 6 Weeks Training in **Railway Workshop**, Northern India Zone,Izzat Nagar, Bareilly, UP. ( June 2011 – July 2011). KEY LEARNINGS: Air Conditioner , Automation , Power Supply , Diesel Engine. Final Year Project: **Lab weather control system.** (4th Year – 2011/12)The objective of the project was to implement automation in our daily routines through the use of electronic and electrical devices.**Role**:\* Team member in designing the flow.\* Team member in installation.\* Lead in reviewing test plan and test cases. Early Experience: * Worked as an Inventory Management Executive for a budget accommodation firm (MY GUEST HOUSE - November 2012- March 2013).
* Worked as an Associate Business Analyst for a food delivery firm( HUNGRY BUDDIES - April 2013- June 2013).

Responsible for analysis, designing and successful implementation of different ideas and functionalities in the web platform and maintenance and business development for the company.Hands on experience in requirements gathering, analysis, detailed requirements design (Cases, user interfaces, report specifications), workflow design, functional (Application) testing, creation of test conditions. Basic catching power in Emailing campaigns and working proficiency in Photoshop.  Experience 1: * Worked as a Business Development Executive for a firm working in the domain of Management Certifications and Web services (TRANSPARENT CONSULTANCY - July 2013- June 2014).
* Setting budgets and agreeing project time scales and deadlines with clients.
* Single point of contact for all communications between the customer and Company.
* Maintaining client relationships (client servicing).
* Ensuring that projects conform to PRINCE methodology and required standards.
* Keeping accurate administrative records of expenditure, accounting, costing and billing.
* Producing project definitions to include validated functional requirements, scope, roles, responsibilities, budgets, timescales and resources.

 Experience 2: Worked as a Digital Marketing Specialist for a firm which provides web, mobile and digital solutions. (ADEPT CODERS – July 2014 – July 2016).* Running client’s PPC account on a day to day basis.
* SEO analysis, reporting of errors & plan and execution for improvement.
* Creating and optimizing online social media campaigns with the help of team and analytic tools.
* Manage marketing partnership relationships on an ongoing basis and deliver ROI on established campaigns.
* Developing digital media strategies consistent with working knowledge of brand marketing, Google Adwords, Web Analytics and Social Media Marketing Digital media planning.
* Updating and improving company’s and client’s website with latest content and posts.
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