[**MAHIPESH.359235@2freemail.com**](mailto:MAHIPESH.359235@2freemail.com)

**MAHIPESH**

**INTRODUCTION:** I am passionate about Digital/Social media Marketing and Campaigning. My specialization is in Facebook and Instagram, though I am consistent with presenting and using every social media platform. I have 4 years of working experience and 3 years of experience in Digital Marketing providing services like:

1. SEO for website
2. Keyword planner for better Ranking on Google
3. Executing campaigns to create E-mail/phone database
4. Creating content to grow social media presence and audience reach
5. Analyzing Buyer’s Persona/Buyer’s journey for targeting them in ads
6. Surveys, to develop better understanding of customer’s needs and expectations
7. Brand Awareness across Digital media and helping in creating Brand value

**Career Objective:**

To provide my services to it’s best for your Company to achieve maximum output of my potential and your Company’s online presence, which would ultimately help the company generate more revenues and make more profits. I am keen to work in an organization where I can provide my values by understanding more about the company’s foundation to serve better and creating more Opportunities for both of us.

**Educational Qualification:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Institute/University** | **Year** | **Specialization** |
| **10th** | St. Paul’s Sr. Sec. School (CBSE) | 2008 | - |
| **12th** | St. Paul’s Sr. Sec. School (CBSE) | 2010 | Science/Maths |
| **B.Tech** | Jaypee Institute of Information Technology | 2010-2015 | Computer Science |

**PERSONAL DETAILS**

Date of Birth: 23rd January 1992 Sex: Male

Marital Status: Single Languages: Hindi, English

Nationality: Indian

Visa Status: Visitor

**Work Experience**

**1)**

***Company - TCF COPORATION (Fashion and Apparels)***

***October 2015 – February 2017 (1 year 3 months)***

***Social Media Marketing Executive***

**Roles:**

* **Digital Marketing –** Developed content to increase the over all Audience reach on Facebook to 7,000 visitors/week organically after 1 month of working.
* Created content and posted pictures on Instagram and gathered a following of more than 5,000 followers after 3 months of working.
* Managed Paid Ads on facebook that had cost per impressions as low as 0.005$
* Managed E-mail marketing by creating 2 to 3 Newsletters every week, keeping the audience engaged with information on new products and services, discounts/offers, cross selling and providing awareness on the use of products.
* Implementing On page and off Page SEO, with optimum use of Google Adwords to increase traffic and page ranking.

**2)**

***(Personal Blog and Entertainment Website)***

***Since November 2016 (4 months)***

***Founder***

A Blog Platform for college Students to share their experiences, Success Stories and College events.

**Roles:**

* Managed building the entire website by myself in a month on Wordpress, implementing plugins for Google Analytics, Facebook pixel for advertisement and keyword planning to rank high on Google.
* Increased 500 followers on Facebook in 2 months of working.
* Developed content to increase the over all Audience reach on Facebook to 3,000 visitors/week organically after 2 weeks of working.
* Managed E-mail marketing by creating 2 to 3 Newsletters every week, keeping the audience engaged, and providing information on Online Courses and awareness on Digital Marketing and how to make optimum use of it to grow audience.
* Developed a single piece of content which got the attention of over 5,000 visitors on the website in a single week.

***3)***

***(Blog and Entertainment Website)***

***July 2014 to February 2017 (2 years 7 months)***

***Digital Media Specialist***

A Blog platform for people who are interested in Entertainment and general Ranking of Media Industry and the current trends in Media and Entertainment

**Roles:**

* Crated and Published more than 30 Blogs to gain attraction for the website.
* The website has more than 5000 monthly followers organically.
* A piece of content created and published ranks 2nd on Google Search

**4) *M.P. CORPORATION (Software Development Company)***

***From 2013-2015***

***Marketing and Customer Relationship officer***

Started early in college with two developer friends, who used to build applications and website, and my area was Digital Marketing, Operations, CRM.

**SKILLS:**

* SEO
* Keyword planning
* Email Marketing
* Social media Presence
* Social media Campaigning
* Content Development
* Buyer persona development
* Using Internet of things for cross selling
* Content scheduling
* Data Analysis for targeting customers

Computer Skills: MS Office, Word-press website development, software Implementation, designing content and media Info graphics.

**ACHIVEMENTS:**

* Consistent monthly target achiever in producing turnover of thecityfans.com over 1 lakh rupees in over 6 months.
* Created and organized events for lead generation and campaigning for brand awareness.
* Raised funds and support for social causes as building campaign strategies with thecityfans.com
* Represented brand as a Sponsor at various Universities by giving company presentations to create brand awareness and drive sales.

**DECLARATION**

I hereby declare that the information mentioned above is true to the best of my knowledge.