**Urvashi Bhat Mobile: +91 – 9890872451**

**E-Mail:** urvashibhat.rm@gmail.com

**CAREER SYNOPSIS**

* A Google certified competent professional with 9 years of functional experience in Marketing.
* Proficiency in managing the gamut of Digital Marketing functions like Social Media Marketing, Paid Advertising, Email Marketing, SEO, Content Marketing, Reporting and Analytics.

**PROFESSIONAL BACKGROUND**

***Informatica Business Solutions, Bangalore***

***Senior Social Media Relationship Specialist***

***23rd April 2018 till 5th Dec 2019***

Job Profile:

Social Media Strategy

* Managing social media presence for the Informatica brand.
* Handling marketing initiatives to drive engagement, increase brand awareness, drive traffic to the website, listen to conversations about brand, and build a community around the business.
* Provide social customer/audience service and lead-generation.
* Create and Manage the digital content, in all formats, for the global partner network by executing robust content strategies, oriented to Twitter, LinkedIn, Instagram, Blogs
* Engage in continual learning, to remain an expert on rapidly evolving social media platforms and tools

Social Media Publishing

* Actively grow the Informatica audience size and engagement percentages on leading social channels
* Develop editorial calendars which form the basis for social media efforts across the globe
* Coordinate with the authors and posts for the Informatica blogs. Analyze results. Optimize for improvement
* Curate appropriate social media content assets and schedule delivery using social publishing tools
* Create visual assets (images, info graphics, presentations) using graphic design skills
* Partner with global field marketing to gather and publish regional and country-specific content
* Analyze the published asset performance and optimize content type and delivery strategy to improve results.

Social Media Monitoring

* Use social media monitoring tools, like, Sprinklr, locate Informatica mentions and coordinate with applicable responses
* Employ a variety of research techniques to understand and analyze social data with tools like Zift platform & GaggleAmp to provide insights.
* Help in the sophistication of the social ROI analysis and metrics.
* Handle live Informatica events, Webinars and Partner Events to increase the visibility of Informatica social channels.

***WittyParrot (Acrowit Technologies), Bangalore***

***Digital Marketing Lead***

***25th April 2017 to 21st April 2018***

Job Profile:

* Handle a team of 3 people
* Delegate tasks to the team for Social Media Marketing Activities using FaceBook, YouTube, LinkedIn, and Twitter. Identify and build target audiences for social targeting.
* Responsible for building and executing social media strategies through competitive research, platform determination, bench marking, messaging and audience identification.
* Blog Management through WordPress.
* Optimizing CPC as per the target audience by Bing Ads and Google Ads.
* Managing Ads and Audience Network as per the given budget
* Online Reputation Management
* Create Social Media Content Calendar.
* Write Articles and Content
* Design Brochure/ Template/Datasheets/Battle cards.
* Website Analysis/Traffic Analysis in Google Analytics
* Nurture Leads with optimal information
* Customize the CRM dynamics as per the Sales to Opportunities cycle
* Create story board for the mail workflow and the videos.
* Create Monthly Digital Marketing Plan and Report.

***OneTech Ventures Pvt. Ltd., Bangalore***

***Social Media Expert***

***8th Dec 2016 to 14th April 2017***

Job Profile:

* Handle Social Media Marketing through FaceBook, YouTube, LinkedIn, Twitter, Quora and Instagram.
* Responsible for building and executing social media strategies through competitive research, platform determination, bench marking, messaging and audience identification.
* Write Articles/Blogs/Content.
* Optimize CPC as per the target audience
* Set up and optimize company pages within each platform to increase the visibility of company’s social content.
* Channelize FaceBook Ads, Twitter Ads, LinkedIn Ads and Instagram Ads to meet marketing objectives. Manage Ads and Audience Network as per the given budget.
* Online Reputation Management
* Develop strategies to increase fan-count, drive user engagement and create buzz about brands on the social media with viral content, contests, interactive applications and blogger engagement.
* Responsible for continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
* Create Content Calendar
* PitchDeck for Digital Marketing
* Design Imagery/Brochures/ Templates
* Website Analysis in Google Analytics
* Create Monthly Digital Marketing Plan and Report

***SpadeWorx Software Services, Pune***

***Marketing Analyst***

***20th July 2014 to 21st Oct 2016***

Job Profile:

* Responsible for Social Media Marketing through Google Plus, YouTube, LinkedIn, Twitter and Facebook
* Create Email Campaigns by LeadFormix and CRM Dynamics
* Handle the Blog through WordPress
* Create Videos by Camtasia
* SEO with best-in practice industry trends
* Writing Articles and Content for Website
* Design Banners/Brochures
* Market Research using CRM Dynamics
* Website Analysis in Google Analytics
* Create Monthly Digital Marketing Plan and Reports

<http://spadeworx.com/spadeworx-blog/>

<http://www.ideacomb.com/resources/blog/>

***Hummingbird Web Solutions Pvt. Ltd., Pune***

***Digital Marketing Executive***

***20th Nov 2013 till 30th April 2014***

Job Profile:

* Handle Social Media Marketing through Pinterest, Google Plus, Stumble Upon, Twitter and Facebook for AvactisNext and SiteBuyr.
* Create Email Campaigns by Campaign Monitor
* Facebook Ad Management
* Tweet Management through HootSuite
* Write Blogs in Tumblr
* Handle Company blogs through WordPress
* Forum posting
* Analysis through Google and Clicky
* Banner Ads/Video Ads
* Write Articles/Web Content/Guest Posts

***i-Value Bridge Software and Solutions, Pune***

***Project Coordinator***

***17th June 2013 till 22nd Oct 2013***

Job Profile:

* Responsible to coordinate five Client projects Biometric, CAD CAM, Operational Support, IT & Collaboration Setup and SEO e-Marketing.
* SEO off page and SEO on page activities for clients Syntec Optics and Wordingham Technologies.
* Handle Ad campaigns through Google Adwords.
* Analysis of activities by Google Analytics.
* Handled Company website in Wordpress.
* Created Facebook, LinkedIn, Twitter Pages for the client and managed them
* Write Blogs/Web Content.

***Cubix Micro Systems I. Pvt. Ltd., Pune***

***Senior Marketing Coordinator- Marketing***

***21st October 2010 to 15th June 2013***

Job Profile:

* Responsible to handle the marketing of networking brands as a distributor like:

ATEN: KVM Switches, Data centers infrastructure services,

Juniper: Firewall / UTM Services,

F5: Application Management Services

Allot: Bandwidth Management,

Peplink: Link Aggregation Solution

* Market Research about the trends of the market for the products.
* Internet Marketing, Conceptualizing and Execution of Strategic and Tactic Marketing Campaigns like SMS Campaign, Email Campaign to project the products in the market.
* Create Product Presentations
* IT Event management: IT Expo, partner training activities.
* Make the report for the analysis in the market.
* Got **Best Performer Award** and even got appreciated for dedication and hard work.

 ***Aeron Systems Pvt. Ltd., Pune***

***Sales and Marketing Engineer***

***10th May 2010 to 20th Oct 2010.***

Job Profile:

* Responsible for the analysis of the market.
* Make strategies to explore the market for the new products to be launched.
* Send EDM’s to the clients by email campaigns.
* Give demo of the products (GPS, Tilt Sensors, Wireless Control Systems, etc)
* Send quotations of the product.
* Coordinate with material dispatch, after sales support.

**ACADEMIC PROJECT**

Title : **Survey of Promotional Schemes of Pepsi for its retailers**

Organisation : Varun Beverages India ltd

Duration : 60 Days

 **CERTIFICATION**

Google Display Ads Certified

Google Tag Manager Certified, Google Advanced Analytics Certified

Google Digital Unlocked-The Fundamentals of Digital Marketing

Certified Digital Marketing Expert from GenC Learning Solutions Pvt. Ltd., Pune.

Completed SMstudy® Marketing Strategy Associate certification course.

**ACADEMIA**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Examination |  University/Board | Year of Passing  | Percentage | Class/Division |
| MBA (Marketing) | Pune University | 2010 | 65.14% | First Class |
| BE (E&TC) | North Maharashtra University | 2007 | 68..41% | First Class |
| HSC | J&K STATE | 2003 | 73.83% | First Class |
| SSC | J&K STATE | 2001 | 76.80% | Distinction |

**SKILL SET**

* **Windows Features :** MS Office, CRM Dynamics
* **Skills :** SMO, SMM, SEO, Google AdWords, Bing Ads,

 Google Analytics, Branding, Performance Measurement

* **Social Media Tools Used :** HootSuite, Sprinklr, GaggleAmp, Google Analytics, Clicky Analysis, Buffer, WordPress, Leadformix, Mail Chimp, Create and Send, Adobe Omniture

 **EXTRA CURRICULAR ACTIVITIES**

* Won Second Prize for All-rounder Student Award (2010)
* Won Second prize in Inter College Ad-Mad competition (2009)
* Won second prize in National level Wrocketry at K.I.E.T. Kakinada (A.P, 2006)
* Won second prize in Regional Level Paper Presentation at K.I.T. Kolhapur (2005)
* Organized University level paper presentation in the college (2005)

**PERSONAL VITAE**

* Father’s Name : Mr. P. N. Bhat
* Marital Status : Married
* Languages Known : English, Hindi, Kashmiri, Marathi
* Hobbies : Web Browsing, Travelling, Reading, Listening Music
* Permanent Address : House No: 307, Rehari Colony, Jammu-180005
* Correspondence Address : Flat No. S-2, Sapthagiri Nilaya, Krishnappa Garden,

 CV Raman Nagar, Bangalore-560093

* Date of Birth : 08th, April 1986

**DECLARATION**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

**Place:** Bengaluru (**Urvashi Bhat)**