**Prachi Kamlesh Mehta**

 Bachelor of Engineering (IT Branch)

 Current Location - Mumbai, India

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**Summary**

A dedicated engineer to excel in its field and add value to the organization through smart work, skill, perseverance and the aim is to work in an environment which provides opportunities to learn and grow.

**WORK EXPERIENCE:**

Job Description at VMA Global Solutions:

* Conduct market research to identify new revenue opportunities
* Create reports and analyze the conversion rates
* Create valuable contents for potential topics inorder to increase leads
* Manage content and optimize the topic using keywords
* Gather and analyze consumer behavior data (eg. web traffic, rankings, etc)
* Monitored SEO performance
* Handle Digital Marketing Programs
* Communicating with team members involved
* Mapping and Improving the rank using SEO Techniques

Job Description at Deutsche Bank:

* SEO implementation on the website
* Handle and maintain the website (using CMS – OTMS: open text management system)
* Analyze the MIS reports of website
* Test and manage timely dispatch of customer communication (sms, emailers using mailer2k, brochures, flyers, standee)
* Content management on the website, emailers, sms and collaterals
* Analyze and make reports on website tracking (using webtrekk)
* Communicate and co-ordinate with business and team members for smooth functioning
* Plan for customer engagement with Bank (offer promotions, product promotions, service alerts)
* Create and manage communication calendar
* Conduct and confirm on testing for the production site on website
* Back up for other team members

**COMPETENCIES AND STRENGTHS:**

* Determination
* Dependable
* Focus
* Honesty
* Positive Attitude
* Team Oriented
* Quick Learner
* Punctuality
* Strong Work Ethics
* Flexible

**Experience**

**Online Marketing Associate** June 2017 - June 2018

VMA Global Solutions - Feedspot

VMA Global Solutions LLP is a Limited Liability Partnership firm incorporated on 07 May 2016. It is registered at Registrar of Companies, Mumbai.

**Feedspot** is a freemium online RSS feed reader with straightforward implementation and design, and a number of ways to share content that shows up in your feeds.

**Content Management Executive** currently working from Aug’18

Deutsche Bank

Deutsche Bank provides quality banking products and services like private banking, business banking, insurance, investment, wealth management and loans.

Working with OTMS, Mailer2k, Webtrekk application to handle website, customer communication, website tracking and SEO implementation.

Analyzing, creating, planning, testing and execution of promotional activities for offer and business products in a way which can generate leads.

**Education**

**St. Francis Institute Of Technology, Borivali (West)**

Bachelor Of Engineering (B.E.)

Specialization- Information Technology (CGPI – 7.16)

**Shri T.P.Bhatia Junior College of Science, Kandivali (West)**

Higher Secondary Certificate (HSC)

Specialization- Computer Science (79%)

 **St. Soldier Public School, Bhayander (East)**

 Secondary School Certificate (SSC – 86%)

**Project History**

* **Image Stitching (B.E Project):** To generate a Panoramic image from the input images with overlapping regions provided by the user using RANSAC and Harris Corner Detection Method.
	+ Technologies Used: Open CV
* **Gift Shop Portal**: It was a basic portal which gives information about an online shop which provides gifts to its customers for various occasions.
	+ Technologies Used: HTML, CSS, PHP, MySQL.
* **Back-end (Database) connectivity For Railway Reservation Management System Using C#:** This was a basic GUI based project to demonstrate the backend registration and management process.
	+ Technologies Used: C#
* **Website Designing:** A basic process wherein a hobby or personal interest topic was picked for website designing to understand the involved languages.
* Technologies Used: HTML5, CSS3, Javascript.

**Skills and Applications**

• C++ • C • HTML5 • CSS3 • Basic Java • Data Structure • Database Management • Digital Marketing • Search Engine Optimization • Content Marketing • Content Management System (OTMS) • Mass Mailing (Mailer2k) • Webtrekk

**Personal Details**

* Date of Birth: 24th September 1995.
* Languages: English, Hindi, Gujarati and Marathi.
* Hobbies:
	+ Passionate about Dance and Singing.
	+ Like to play Guitar, indoor games (carrom, chess) as well as outdoor (badminton) in my leisure time.
	+ Like to Sketch and I am a gallivanter.
* Marital Status: Unmarried.