**Curriculum Vitae**

|  |  |
| --- | --- |
| **PERSONAL INFORMATION**  Photo | Name: **PRADYOT RAJWARDHAN**  **Address:** No-V/8 CIMFR Colony Digwadih, No-12 Po FRI, Dhanabad- 828108  **Contact Number:** +91 8789214355 | **Mail Id:** [270186@gmail.com](mailto:270186@gmail.com)  **Best time to call:** Any Time  **Sex:** Male **|** **Date of Birth:** 21st June 1986 **|** **Nationality:** Indian |
|  | |
| **PERSONAL STATEMENT** | A competent professional with more than six years of progressive experience in delivering excellent services pertaining to Digital Marketing, Tech Support and Sales And Marketing  Expertise in Customer service management and creation of integrated strategies to develop and expand existing customer sales, brand/product evolution and media endorsement. Proven success in B2B/C digital marketing strategy and tactical execution by application of competitive intelligence and data analysis. In depth knowledge in Google ad words while being Proficient in devising strategies and maintaining budgets to drive online traffic to the company website with in depth understanding of industry trends to assist in planning and executing of strategic marketing plans. Hands on experience in Sales & Marketing, Cold Calling, Lead Generation, Business Development, Profit maximization, Market Research and Vendor Management  Ä Motivated leader and team player with a track record of consistently exceeding expectations, delivering exceptional quality assurance, boosting efficiency and contributing to revenue growth |
|  | |
| **WORK EXPERIENCE** |  |
| **Sept 2015 – Till Date** | **Senior Process Associate(Google Ad word)–Cognizant Technology Solutions** |
| **Key Deliverables** | * Implementing Pay Per Click media strategies for clients * Handling, reviewing, and performing the daily account responsibilities associated with Google AdWords/ PPC (Pay Per Click)/ SEO and other search platforms for a variety of clients * Monitoring the keyword bids, account daily and monthly budget caps, impression share, quality score, and other important account metrics while handling the creation of large keywords list * Executing the strategies for keyword opportunities, campaign structuring and running, targeting, display network, and other facets of paid search in accordance with client goals * Administering the Technical Sales Process (Inbound) while resolving the customer’s queries, and up-selling the product * Regression following up with advertiser to meet SLA and TRT deadlines |
|  | |
| **Mar 2014 – Sept 2015** | **Technical Support Officer - Convergys** |
| **Key Deliverables** | * Provided technical assistance to international clients for software related issues * Conducted trouble shooting for Windows OS, MS Outlook Express * Handled repair and maintenance for PC, Updated and configured the browsers and security products * Provided tech support for McAfee security software or other antivirus, configured the Windows Firewall and the product to ensure secure Internet usage |
|  | |
| **Dec 2013- Mar 2014** | **Sales Manager – Earth Infra Structure** |
| **Key Deliverables** | * Listed and managed properties for sale or lease including regular liaison with vendors, prospective buyers, and other essential parties * Documented the necessaries with regards to marketing, listing, lease and sale of property with the addition of MoM, correspondence and agreements with external parties * Identified the current markets trends including the evaluations of land, competitors analysis with prime focus on maintain the customer relationship and developing the strategies * Provided the feedback to landlords and tenants relating to property management and lease requirements * Worked closely with GM Marketing to develop and execute lead programs while understanding of both local and national real estate markets * Assisted Propertiesindia.com to achieve budgetary targets from sales activities |
|  | |
| **Mar 2013 – Aug 2013** | **Client Relationship Partner - Yes Bank** |
| **Key Deliverables** | * Created portfolio of Small & Medium Enterprise clients (Corporate with turnover of Rs. 20-150 Cr.) through sales of Current Accounts, liability products & cross sell of third party products (Mutual Fund, insurance etc.). * Focused on creating leads for offering financial solutions for credit requirements, cash management and trade financing and share them with the senior team members * Based on CRM, met and understood the client requirement; business development of clients based on identified select industry segment |
|  |  |
| **Aug 2012- Mar 2013** | **Process Associate - Genpact** |
| **Key Deliverables** | * Worked on financial database of Private Label Credit Card customers * Analyzed the account status and offered the various plans to reduce delinquency on account * Generated cold calling and collection on delinquent accounts to bring them current |
|  |  |
| **Jun 2010 – Dec 2010** | **Claims Associate - WNS** |
|  | * Analyzed the medical history of patients using Chart notes for Appeals to get denied Medical Claims paid. * Entered all reports/information gathered into the system so that it can utilized real time by search teams and easily measured\ * Coordinated with patient, doctors and insurance companies during claim processing |
|  | |
| **EDUCATION** |  |
|  | * Masters in Science from Delhi University, 2009 * Bachelor of Science from Delhi University, 2007 |
|  | |
| **ACCOLADES** |  |
|  | * Bagged Bronze Award for exemplary display of Genpact Values in Aug 2012 |
|  |  |
| **KEY SKILLS** |  |
|  | |  |  | | --- | --- | | * Digital Marketing * Google Ad word * Quality Assurance * Client Management * Requirement Analysis * Root Cause Analysis * Record Management * Reports & Documentation * Database Management * Compliance Management * Team Management | * Brand / Product Evolution * Performance Evaluation * Customer Care & Service * Technical Assistance * Account & Campaign Management * Cold Calling * Lead Generation * Business Analysis * Revenue Generation * Inbound Calls * Media Endorsement | |