

# KOMAL KANDHARKAR

DIGITAL MARKETING EXECUTIVE

## CONTACT

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## EDUCATION

BACHELOR OF ENGINEERING  
INFORMATION TECHNOLOGY

## CERTIFICATIONS

- Diploma in Digital Marketing
- Diploma in Software Testing

## SOCIAL MEDIA

Linkedin: /komal-kandharkar

Facebook: /KomalKandharkar

Instagram: @komalkandharkar

Twitter: @Komalkk15

## GOOGLE ADS CERTIFICATION

## PROFILE

I am an experienced digital marketing executive seeking a full-time position in the field of digital marketing, where I can apply my knowledge and skills for continuous improvement.

## EXPERIENCE

### INGENIOUS MARKETING

EXECUTIVE - DIGITAL MARKETING | FROM JULY, 2018

RESPONSIBILITIES:

- Launched new product suite of SEO, SEM and Social Media services.
- Creating content and graphics on websites and numerous third-party websites.
- Responsible for setup, function, content and graphics of new public website.
- Clients managed include Hotels, Real estate, Institutes, beauty salon.
- Developing and executed online marketing strategy for multiple companies which increased social media following by 50%
- Optimizing company pages within each social media platform.
- Digital and print media marketing, creative design, banner designs, layout designs for events and workshop.
- Creating animated videos for video campaigns.
- Content management and blogging.
- Measure and report performance of all digital marketing campaigns.

### AFLAJ INTERNATIONAL

EXECUTIVE- DIGITAL MARKETING | MAR 2017 - MAY 2018

RESPONSIBILITIES:

- Developed and executed Google Ads, Facebook, Twitter, YouTube and Web campaigns within budget and scope of online objectives.
- Optimized content for the website and social networking sites.
- Analyzed social and web data to optimize targeted social campaigns.
- Improved brand awareness.
- Performed analysis on websites utilizing Google Analytics to improve traffic.

## PROFESSIONAL SKILLS

- Google Ads
- Search engine optimization
- Social media marketing
- Google analytics
- Google webmaster
- Google tag manager
- Ad servers
- HTML and WordPress
- C programming
- YouTube marketing
- Affiliate marketing
- Email marketing
- Mobile marketing
- Photo editing
- Market research
- Project management
- Android app development

## PERSONAL SKILLS

- Creative spirit.
- Reliable and professional.
- Organized.
- Time management skills.
- Team player.
- Fast learner.
- Self - Motivated.
- Decision making.
- Adaptability.
- Excellent communication.
- Ability to work under pressure.
- Critical thinker and problem - solving skills.
- Excellent Multitasking skills.
- Good understanding of social media KPIs.

- Managed social media accounts and created social media for daily postings
- Developed, tracked and improved landing pages.
- Managed monthly communications calendar to deliver marketing and customer messaging to Clients.
- Created monthly calendars as per the marketing plans and scheduled the post in advance.
- Design and maintain social media presence on Facebook, Instagram and Twitter.
- Making marketing plans and budget for online campaigns every month.

## NEXUX MARKETING

EXECUTIVE- DIGITAL MARKETING | SEP 2015 - OCT 2016

### RESPONSIBILITIES:

- Developed a social media strategy to increase the following of the company website
- Planning and monitoring the ongoing company presence on social media.
- Collaborated with designers to improve the user experience.
- Provided creative ideas for content marketing and update website.
- Build, plan and implement the overall digital marketing strategy.
- Developed strategic digital marketing campaigns.
- Social media marketing, Search engine optimization.
- Developed relevant content topics to reach the company's target customers.
- Spearheaded a viral campaign for one of the company's new products.
- Launching optimized online advertisements to increase company and brand awareness.

### OUTDOOR MARKETING SKILLS:

- Well managed launches of real estate residential & commercial project.
- Successfully managed roadshows at various places in Oman.
- successfully managed online activities before and after event along with the product branding & achieved targeted revenue for the sales team.

## PERSONAL DETAILS:

- Date of birth: 15 September 1990
- Nationality: Indian
- Hobbies: Traveling, Dancing, Listening to music
- Marital Status: Married
- Passport Number: P5553459
- Visa Status: Spouse Visa