

Parimal Jahagirdar

DIGITAL MARKETING MANAGER

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PROFILE

Hi, I'm Parimal Jahagirdar, an MBA graduate with over 9 years of combined experience in sales and digital marketing. As a digital marketing manager, I bring a unique blend of traditional sales expertise and contemporary digital strategies, helping business owners streamline their sales and marketing efforts in your organization.

WORK EXPERIENCE

DIGITAL MARKETING MANAGER | AADRIKA AUTOMATION PVT LTD | SEP 2021 - PRESENT

- Lead comprehensive social media management across platforms (Facebook, Instagram, LinkedIn, YouTube), implementing content calendars and achieving increased engagement.
- Orchestrated successful social media advertising campaigns, securing 30% ROI and boosting brand visibility.
- Managed Google Ads campaigns, optimizing PPC, Display, and Shopping ads for increased conversion rates.
- Oversaw e-commerce accounts (Amazon, Flipkart, Bajaj Portal), ensuring optimized listings and effective advertising strategies.
- Executed diverse e-commerce advertisements, resulting in 200% increase in sales.
- Utilized Amazon FBA for streamlined order fulfilment and improved customer satisfaction.
- Planned and executed offline events, contributing to a 50% increase in brand awareness.
- Created marketing materials for sales teams and various departments, maintaining a cohesive brand image.
- Designed and managed websites on Shopify and WordPress, enhancing user experience and driving online conversions.
- Utilized a suite of Zoho tools for CRM, automation, and workflow optimization.
- Led a team of 5 members, fostering collaboration and achieving results in a dynamic work environment.

DIGITAL MARKETING MANAGER | FLOATING MINDS INFOTECH | DEC 2019 - AUG 2021

- Developed strategic plan and direction for the company's digital marketing efforts.
- Monitored Return on investment and key performance indicators
- Managed and grew all social media accounts
- Created and executed various digital promotions and marketing campaigns
- Ensured successful integration and strategic utilization of tools and technologies.
- optimized digital campaigns to grow marketing database and generate qualified leads
- The ensured overall functionality of websites
- Conducted primary and secondary research to capture market trends and dimensions
- To train newly joined candidates.

BUSINESS DEVELOPMENT EXECUTIVE | SCORG TECHNOLOGY | SEP 17 - MAY 19

- Innovative professional with proven ability to identify, analyze, and solve problems to increase customer satisfaction.
- Sales of a Product
- Customer Handling.
- Generating Order and Leads for Business Development.
- Identifying and Analyzing the Client Requirements
- Interaction with the Client Organization and Present Product Demonstration
- Collection of Payments.
- Providing Product training to Clients.
- Cracking new business avenues through cold call.

FIELD SALES EXECUTIVE | DR. WILLMAR SCHWABE INDIA PVT. LTD. | OCT 16- MAY 17

- Identify and develop business relationships with Doctors and establish oneself as a true expert and resource.
- Develop deep professional/industry knowledge in multiple disease states represented in our product portfolios including knowledge of competitive products.
- Effective selling of multiple products on a single call.
- Maintain all industry healthcare credentials as well as industry certifications.
- Ability to engage in an active dialogue with physicians on complex subjects and influence the use of the products.
- Effective account management as it relates to meeting and exceeding targeting/message/frequency/programs.
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BUSINESS DEVELOPMENT EXECUTIVE | FIRST AD SERVICES PVT. LTD | DEC 13- SEP 15

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EDUCATION

PUNE UNIVERSITY | 2011-2013

MBA Marketing

SWAMI VIVEKANAND COLLEGE, UDGIR | 2007-2011

Bachlour in computer science

SHIVAJI COLLEGE, UDGIR | 2007

HSC

LBSV, SCHOOL, UDGIR | 2005

SSC

ADDITIONAL SKILL

Social Media Marketing (SMM)
Search Engine Marketing (SEM)
WordPress Website Development
E-mail Marketing
Search Engine Optimization
Google analytics
Hardworking and optimestic
Flexibility and adaptability
Time and Team Management

CERTIFICATIONS

Google Ads Certification

PROFESSIONAL DOSSIER

Date of birth: 17th May 1990
Linguistic: English, Hindi, Marathi

Parimal Jahagirdar

Date