

# Ajinkya Honrao

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## Career Objective:

To obtain a creative and challenging position in an organization that gives me an opportunity for self improvement and leadership, while contributing to the symbolic growth of the organization with my Digital Marketing skills.

## Key Achievement :

1. Pass in National Talent Search Examination (State Level).
2. Winner of inter school Drawing competition.
3. **Digital Marketing** Certificates By MSME Govt. Organization .

## AREAS OF PROFICIENCY

- Ability to work in a group to contribute towards the fulfillment of team objective.
- Ability to motivate the group member as a team leader and also I am self-motivated.
- Ability to work without time boundaries and accomplishment of work within stipulated time

## Education Qualifications:

- ✓ Certification Course in Digital Marketing from Web Trainings Academy.
- ✓ Certification Course in SEO from Wizdom Techanalogies.
- ✓ MBA from JNU. (Pursuing)
- ✓ PGDBM from MITSDE. (Pursuing)
- ✓ BSC from YCMOU with an aggregate of 61.91%.
- ✓ INTERMEDIATE (Science) from Deogiri College within aggregate of 58.50%.
- ✓ SSC from S.B High School within aggregate of 76.46%

## Digital Marketing Skills

<b>WordPress</b>	Ability to Create, Manage and Optimize WordPress Websites
<b>SEO</b>	Can prepare and SEO Strategy to achieve better conversions. Keyword Research and Competition Analysis Skills On page Optimization Off page Optimization Link Building Strategies Reporting and Rank Tracking
<b>Google AdWords</b>	PPC Campaigns management Account Optimization by improving Quality Score Conversion Tracking Display Campaigns Mobile Marketing Video Marketing
<b>Social Media</b>	Facebook Marketing Strategies Facebook Advertising Twitter Marketing Google+ Marketing Video Marketing with YouTube Managing Social Presence on Pinterest, SlideShare,
<b>ORM</b>	Can manage brand reputation by improving SERP for Branded Queries Content analysis on Reviews and Complaint Websites Can improve the positive reviews on Google+ and face book.
<b>Email Marketing</b>	Can execute Email Marketing campaigns using Mail Chimp
<b>Digital Analytics</b>	Implementing Google Analytics Tracking Generating important reports for website Tracking the conversions in site
<b>Content Writing</b>	Ability to write content based on various topics.

## Professional Experience :

### Marketing Manager/Operation Manager

#### SAGA Events & Exhibition

November 2012 to December 2013

Work on different type of Events & Promotions. Product Marketing, Company Marketing, Branding, Advertising, Organising Exhibitions

### Divisional Manager

#### MITCON Consultancy & Engineering Services Ltd

Aurangabad, Maharashtra

January 2014 to December 2014

KNOWALDGE CORPURATION LIMITED. (MKCL) Company.

Customer Support, Product Marketing Material, Public Communication & Relation, Meeting & Conference, Service & Operations Supports.

Also Work In The Ahmadnagar, Dhule, Oasmanabad, latur, Kolhapur, Satara, Pune Rural & Urban Districts.

### Digital Marketing Associate

#### Web Trainings Academy

Hyderabad, Andhra Pradesh

January 2015 to Present

January 2015 - Present)

Internship Trainee Course On Digital Marketing Which Includes:

SEO (Search engine optimization) | SEM ( search engine marketing) | Google Analytics | Google AdWords | SMO (social media marketing) | Email Marketing | Video Marketing | Live Projects.

Apart from the above projects, while training I was able to have access to live project work and case studies of SEO, PPC, Google Webmaster Tools, YouTube Marketing, Facebook Campaigns, Google Analytics Reports under the guidance of Mr. Mohammed Azharuddin.

Current Projects:

1. Buysmartphone.in
2. Onlinewordpress.com
3. Flipkartdiscount.in

Website Creation & Development | All Stuff Related To Digital Marketing.

### Digital Marketing Executive

#### MDC CONCEPTS

Pune, Maharashtra

July 2015 to September 2015

Responsibilities

- Responsibility for the analyzing and tracking complete SEO Process.
- Hands-on experience in managing SEO and SEM for Client and Affiliate websites as well.
- Use to create Online Marketing and Search Engine Optimization Proposals for clients.
- Provide report to client on site stats, ranking report, backward links etc.
- Creation of News Section, Article section, RSS/XML, Google sitemaps for the sites.

- Use Google Analytics and web-stat.com to monitor Web site traffic and user behavior.
- Collaborate with creative, marketing and technical teams to develop Web site content that supports SEO objectives and customer requirements
- Responsible for the Team and allotted projects and their placement in SERPs.
- Keywords Analysis, Meta tag creation.
- Provide analysis of website performance.
- Keywords Ranking Reports Creation.
- Viral Marketing for Corporate as well as Client sites.
- Developing strategies for increased traffic & more revenue streams.
- Creation and optimization of landing pages.Facebook & Social Media Post & Paid Campaign.

## Digital Marketing Manager

### Trivium Media Group

Pune, Maharashtra

September 2015 to Present

#### Responsibilities

1. Strategic Consulting, Business plan & Creative Content Development.
2. Work with clients to develop and strengthen their brand position and design strategies to increase reach to targeted audiences.
3. Understand client requirements and design digital marketing campaigns accordingly.
4. Develop multi-channel / integrated marketing campaigns in conjunction with the marketing team ensuring a customer-centric approach.
5. Develop and manage the customer attraction and retention strategy.
6. Lead the research, analysis, prioritization, development and execution of digital marketing campaigns and strategies to increase site traffic, and new customer acquisition initiatives.
7. Understand tools, technologies and processes required to drive performance while executing marketing campaigns and proactively recommend adoption as appropriate.
8. Promotion of our client over all major Social Media platforms to maximize their reach to target
9. Developing strategies for increased traffic & more revenue streams.
10. Creation and optimization of landing pages.Facebook & Social Media Post & Paid Campaign.

### Personal Profile:

Name : Ajinkya Honrao.

Father's Name : Rajendra Honrao.

DOB : 1st June 1992

Gender : Male

Marital status : Single

Languages known : English, Hindi, Marathi.

Local Address : Balewadi, Pune (M.S)

Permanent Address : At post Dwarka sadan, Flat No.2, Kailash Nagar, Infront Of Akashwani,Jalna Road **Aurangabad**. 431001 (MAHARASHTRA)

**Declaration:**

I strongly believe that hard work, determination and consistency are steps for success. I hereby declare that above mentioned information is true to the best of my knowledge.

**Place: Pune****Ajinkya Honrao**