

Aniket More



Contact

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Languages

English
Hindi
Marathi

Summary

- ♦ Hands-on experience in digital marketing & social marketing along with designing effective marketing strategies and advertisement plans while selling the products on different e-commerce websites
 - ♦ Strategic thinker with great numerical, analytical and problem solving skills, logical thinking combined with an outstanding ability to work as team player
 - ♦ Articulate communicator with an ability to work under pressure in the fast-pace environment, excellent in relationship building, quick learner with an ability to multitask and easily adapt to the new environment
 - ♦ Well-versed with Microsoft Word, Excel, Power Point and Internet Application
- Marketing Strategies
 - Sales & Marketing
 - Customer Service
 - Digital Marketing

Experience

Digital Marketing representative – January 2018 to May 2019 Shweta Electronics, AX INDIA Borivali

- Undertaking of all various E Commerce websites such as Amazon, FlipKart, Snapdeal, IndiaMart and TradeIndia
- Created 7+SEO camapigns for website with media creative.
- Devise and mange higly efficient paid campaigns using Google Adverds
- Expert in using web analytics tool like Google Analytics for analyze traffic trends, visitor behaviour and measure success of SEO/SEM/PPC campaigns.
- Increase profits by interacting and managing Facebook advertisemnts and campaigns
- Prepared informational and reader friendly report
- Create, communicate and execute an effective Search Engine Optimisation strategy for website that will significantly increase organic search traffic
- Perform other duties as assigned by manager or director
- Plans and executes SEO strategy; provides analysis when necessary; is responsible for results analysis
- Formulated marketing strategies and advertising plans diligently to increase the demand of products on various platforms
- Handling the all Social Media platforms such as Facebook, Instagram, Twitter, LinkedIn etc.
- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and social media
- Set up meetings with potential clients and listen to their wishes and concerns
- Create frequent reviews and reports with sales and financial data
- Participate on behalf of the company in exhibitions or conferences
- Collaborate with team members to achieve better results
- Gather feedback from customers or prospects and share with internal teams

Privilege Banker (Deputy Manager) - May 2019 – June 2020 **ICICI Bank, Borivali Branch**

- Efficiently providing services to the set of Privilege and Wealth customers assigned by the bank via Managed Book and fulfilling the responsibility of growing the same by 25% per year
- Closely interacting with clients to determine their current income, expenses, insurance coverage, tax status, financial objectives, risk tolerance and other related information & developing the most suitable financial plan for them
- Answering clients' queries, resolving complaints and taking care of their requests pertaining to their accounts and businesses
- Cultivating and managing long term relationships with clients, updating them with the range of financial products available such as Investments, Banking Attachments, Loan and Terms to promote cross-selling & acquiring business
- Consistently completing the daily target of making calls & visits to customers, also completing pre-defined monthly targets for opening high value accounts, corporate accounts, selling Life Insurance / General Insurance products and various types of loans like Personal Loan, Home Loan, Business Loan and Loan against Property
- Making certain that average minimum balance is maintained by the customer
- Ensuring compliance with Bank's policies/procedures and regulatory requirements, in particular with regards to the KYC responsibilities and duties, as per relevant policies and procedures

Freelancer - June 2020 – June 2021(Friends Production & Ting Tong Production)

- Handling the YouTube accounts
- Facebook ads promotion
- Promotion
- Content writing
- Analytics
- Project management

Knowledge

- DCM (Double Click campaign Manager)
- Google Ads
- Google Analytics
- Facebook Ads
- Microsoft Excle
- Microsoft powepoint

Education

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|---|---------------|
| • MMS from Viva Institute of Management (Marketing) | 64.00% (2019) |
| • Bachelors of Mass Media (Advertising) | 68.00% (2017) |
| • HSC from Maharashtra state board with | 46.50% (2013) |
| • SSC from Maharashtra state board with | 70.50% (2011) |

Extra-Curricular Activities

- University Best Actor (2015)
- University Best Actor (2016)
- University Best Actor (Mono Act) (2017)
- Selected for INDIAN NATIONAL THEATRE (2016)
- Inter-collegiate and state level theatre for 10 years.

Academic Projects

- Branding Strategies of AMUL
- Alcohol related deaths in India
- Impact of mentoring on carrier guidance