



DIVESH TERSE

EDUCATION

PG CERTIFICATION IN DIGITAL MARKETING AND COMMUNICATIONS

MICA & UpGrad [Nov '20 - Jun '21]

BACHELORS OF COMMERCE (B.COM)

ST.Xavier's College [Jun '17 - Mar '19]

WORK EXPERIENCE

Dentsu Aegis Network

Data Science Intern (Nov, 20 – Dec, 20)

Data extraction for the proprietor tools to create an audience base which help the strategy team to finalize the celebrity for the brands.

Managing daily media inventory that helps media planning team

Preparing Weekly media reports for regional media buyers.

Hapag Lloyd India Pvt. Ltd

Coordinator – RNA DOCS (Aug, 19 – Jan, 20)

Global Manifesting of Shipment

Analyzing the Shipments

Feeding the correct information of the client into the system

Finally process it according to that shipment category

Certifications

Growing Business with Facebook (06/2021-Present)

Google Ads Search Certificate (02/2021-Present)

Google Ads Display Certificate (02/2021-Present)

Google Analytics Individual Qualification Certificate (02/2021-Present)

Key Marketing Projects

Blog Creation (Website Building)

Facebook Live Campaign

Google Ads (Search and Display)

Profile

An Enthusiastic Marketing Professional completed Digital Marketing from MICA-Upgrad and has also worked in various projects and also ready to work in any challenging environment to keep adding value to the organization that I represent and serve.

CONTACT

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SKILLS

- Social Media Campaign
- SEO & Keyword Optimization
- Content Writing
- Digital Marketing
- SEM
- Email Marketing
- Organic Search

TECHNICAL SKILLS

- Facebook Ads
- Google Ads
- DV 360
- Google Analytics

LANGUAGES

- English (Professional)
- Hindi (Professional)
- Marathi (Native)