

Gaurav Mishra

An expert in relationship management with keen interest in Digital marketing seeking challenging avenues where my knowledge matches the organisational growth.

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EXPERIENCE

IndiaMART InterMESH Ltd. – Assistant Manager Client Servicing

(AUGUST 2018 - PRESENT)

Handling accounts of clients.

Informing clients about the benefits they can avail on Indiamart.

Direct communication with clients to resolve issues while availing Indiamart services.

Offer upsell to prospective clients.

Freelance Work, Meerut — Digital Marketing

(February 2018 - PRESENT)

Working as a content writer for news media publishing website GABDIG & a boutique SHASTRI PARIDHAN.

Developed website along with SEO techniques for a catering service provider CATERERS4U using wordpress. Also promoting it on social media platforms for brand awareness.

For a practical experience during my course tenure created a FB lead generation ad for MY SUPER KID.

Also developed a website for a renounced CA, based in Meerut.

Sharda Exports, Meerut — Relationship/SMO & SEO Executive

(January 2015 - January 2018)

Analysing latest marketing trends & tracking competitor's activity and providing inputs for marketing strategies.

Generate Business to the company by searching for new buyers, following up with potential buyer and satisfying existing customers.

Product development in coordination with sampling department as per market trends or buyer's requirements.

Social Media content creation to be posted as per the promotional campaign for brand awareness and initiated the use of other platforms as well like Instagram.

Worked with the IT team on optimising the website for Organic Search Results on targeted keywords & upgrading the hygiene of the website.

Shell Architects, Meerut — Design Intern & Quantity Surveyor

(June 2014 - December 2014)

Ramesth Construction Pvt. Ltd., Neemrana — Site Engineer

(August 2013 - April 2014)

PROFESSIONAL OVERVIEW

Social Media Management

Content Writing

Market Research

Business Development

Keen Learner

Analytical Problem Solver

Team Management

SCHOLASTICS

Certified in Google's Analytics, Adwords, & Online Marketing Fundamental Programme

Certified knowledge of AutoCAD

B.Tech. (CE) from UPTU in 2013

12th, SSC from CBSE in 2009

10th, HSC from CBSE in 2007

PERSONAL PARTICULARS

D.O.B.:- 09 December 1991

Hobbies:- Book Reader & a big time sports follower. Occasional Food & Sports Blogger.

Marital Status:- Single

Languages:- English, Hindi