

DRISHTI RAJUSH

MARKETING OFFICER



TUBLI, BAHRAIN



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To develop on professional credentials and seek a challenging job in a reputed organization and to conclude to the highest potential to achieve the objective of organisation that will enrich my technical and professional skills by obtaining a responsible and challenging position where my education and my work experiences will be put to use.

EDUCATION

MBA

Amity University
2020

- Major in Subject - Marketing & Sales.
- Completed professional certificate in Digital Marketing Professional Program with 90%.

BCA

Dr.BMN College of Home Science /Mumbai
2018

- Received Appreciation from Dean in College for undertaking Secretary responsibility for the year 2017.
- Bachelor of Computer Applications Passed with A grade.

SKILLS

Time Management Skills

Reports Generation and Analysis

Positive Learning Process

Project Organization

WORK EXPERIENCE

MARKETING OFFICER

Homigo Homes/ Feb 2017 - Feb 2018 / Mumbai

- Defined effective digital marketing strategies.
- Directed digital marketing campaigns.
- Organised the calendar of marketing events.
- Directed market research and established the best way to reach target groups.
- Write, edit and proofread marketing material for use in different channels.
- Analysed the impact of marketing campaigns and prepared measurement reports.
- Directed the everyday marketing in accordance with current assignment.
- Gained exposure to new trends in marketing.

PROJECT LEAD

424Digital Solutions Co/ May 2018 - Mar 2019 / Bahrain

- Enhanced brand awareness in the digital space.
- Drove website traffic and acquire leads.
- Communicated with the clients and ensured customer satisfaction.
- Measured the analytics and prepared the necessary action to increase the results as per target.
- Led Email marketing campaigns.
- Developed Social media marketing.
- Directed strategic online paid promotions.
- Developed and managed digital marketing campaigns.

Communications

File/records Maintenance

Marketing

Creative Problem Solving

Strategic Direction

Relationship Development

Quick Learner

Lead Development

Client-Focused

LANGUAGES

English

Hindi

Sindhi

DIGITAL MARKETING EXECUTIVE

Lock Tickets Trading W.L.L/ April 2019 - April 2020 / Bahrain

- Structured the marketing plan.
- Gathered the list of materials required to begin online promotion.
- Created ideas to market the product and services.
- Coordinated social events.
- Regulated and automated the marketing.
- Tracked and monitored analytics of the current marketing campaigns.
- Attended networking events and product launches.
- Evaluated new digital marketing trends and ensured that the brand is in front of the industry developments.

OTHER KEY SKILLS

- Understanding the technical side of projects and guide the production pipeline.
- Conducting regular research into industry to keep abreast of latest Google updates, search marketing technologies, digital trends, marketing advancements, etc.
- Highly organized and efficient.
- Ability to work independently or as part of a team.
- Proven leadership skills and ability to motivate.
- High Grasping Power.
- Can work under pressure to meet deadlines.