

# Priyadarshi Jaydeep Anilbhai.

**MBA in Marketing**

**Masters in Digital Marketing**

152/1 Shardakunj Society,  
Motipura Himmatnagar 383001,

District: Sabarkantha,

State: Himmatnagar.

Whatsapp: 9016573965

Calling: 7016860181

Email: [jaydeepp17@gmail.com](mailto:jaydeepp17@gmail.com)

[LinkedIn](#) [Facebook](#) [Instagram](#)

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## Career Objective:-

I aspire for a challenging position in a professional Organization where I can enhance my professional skills and strengthen my performance in adding with the Organization's motto. Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

## Personal Details:-

Date of Birth	26 March 1995
Gender	Male
Languages known	English, Hindi, Gujarati (Read and write)
Nationality	Indian

## Educational Qualification:-

Sr.No	Course	Board/University	Year	Percentage/Grade
1	M.B.A	Sankalchand Patel University	2021	TBA

2	B.E. (C.E)	L.D College of Eng. (GTU)	2017	6.52
3	H.S.C	Kendriya Vidyalaya (CBSE)	2012	62.2%
4	S.S.C	Kendriya Vidyalaya (CBSE)	2010	79.8%

## Basic Skills:-

- Good communication skills.
- Ability to work under pressure.
- Decision making.
- Time management.
- Leadership.
- Quick learner.
- Respect towards work.

## Work Experiences:-

- Freelance Digital Marketer and Strategic Consultant since 2016 **worked with various clients (100+) of different niches. (Since'16)**
- Founder and Marketing Chief at TechShayar Marketing Firm. **(Since'17)**
- Worked as a junior executive at VSSL (Vodafone Shared Services Limited). **(June'17 to May'18)**
- Digital Marketing Strategist at IConflux Technologies Private Limited. **(Dec'18 to Dec'19)**
- Strategic Analyst at Kaambhari NGO. **(Since March'20)**
- Digital Marketing Consultant at Protek Korchem Private Limited. (Contractual) **(March'20 to Sep'20)**
- Digital Marketing Head at Protek Korchem Private Limited. **(Sep'20 to May'21)**

## **Certification:-**

- Completed Google certified course on Digital Marketing “The Fundamentals of Digital Marketing”.
- Amazon Certified ATES. ( Amazon Trained E-commerce Specialist)
- Completed “SEO training course by MOZ” powered by udemy.com.
- Completed the “Social Media Certification course” powered by Hubspot Academy.
- Digital Marketing and Branding courses from Digital Pratik and Saurabh Bhatnagar.
- Masters in Digital Marketing from Kallada Academy
- Various others online courses and seminars attended.

## **Events:-**

- Volunteered in SPANDAN’12 (cultural fest of LDCE).
- Volunteered in SPANDAN’13 (cultural fest of LDCE).
- Organizer at SPANDAN’14 (cultural fest of LDCE).
- Cultural Committee member at FMS Baroda.

## **Key Strengths:-**

- Poet and Writer.
- Creative Campaigns to get maximum reach.
- Content Creation.
- Campaign creation.
- Innovative Ideas to lead any marketing campaign.
- Communication and leadership.
- Branding and Marketing.
- Research (Customer, Competitor etc.).
- A Techie.
- Design and Coding.
- Creative and Adaptive to new technologies.
- Responsible and punctual.

## **Roles and Responsibilities:-**

- Creation of Social Media Calendar and executing the activity amongst all portals.
- Working closely with the top management team to execute the marketing and branding campaigns.
- Website Maintenance and Updation.
- Influencer Marketing has closely connected with 2000+ influencers for brand promotions.
- Creating the brand and working for its awareness.
- Closely working with many NGOs to create brand awareness and online reputation.
- Implementing the CSR activities.
- Paid promotions on different platforms i.e. Social Media, Google Ads, Outdoor Media Advertising and Ads.
- Monthly report Generation and checking the Improvement.
- Content Management System.
- Email Marketing Campaigns.

## **Declaration:-**

I consider myself familiar with all aspects. I am also confident of my ability to work in a team. I hereby declare that the information furnished above is true to the best of my knowledge.

**Jaydeep Priyadarshi.**

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