

# ESHA ASOLE

## CONTACT

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-  India
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## EDUCATION

### Amravati University

2013 - 2017

B.E. in Computer Science and Engineering

## CERTIFICATIONS

- Project Management Foundations
- Google Analytics, Google Tag Manager, Data Studio
- DELF A1 (French)

## SKILLS

- Wireframing
- SQL + MS SQL Server
- Microsoft Power BI + Trello
- WordPress
- Office 365
- Business Documentation
- Cost-benefit Analysis
- SWOT Gap Analysis
- Stakeholder Analysis
- Project & Risk Management

## LANGUAGES KNOWN

- English
- Hindi
- Marathi
- French

## PROFILE

Accomplished professional with proven success in driving innovation and early adoption of emerging technologies and platforms. Expert in managing relationships with high-profile clients and translating marketing and social media needs into results-driven strategies.

## WORK EXPERIENCE

DIGITAL MARKETING MANAGER

### Carudyog

May 2023

- Managed social media accounts for clients, generating interest for existing and upcoming product or service releases.
- Developed and implemented successful digital marketing campaigns to increase customer engagement and brand awareness.

SOCIAL MEDIA EXECUTIVE

### Circadian-CA

Sept 2022 - Feb 2023

- Streamlined social media processes by developing templates for recurring post types, saving time without sacrificing creativity or impact.
- Produced visually appealing graphics to accompany social posts, enhancing overall content quality and increasing click-through rates.
- Analyzed social media trends to optimize posting schedules and maximize audience engagement.

CAMPAIGN EXECUTIVE

### WebEngage

April 2022 - May 2022

- Coordinated cross-functional teams, ensuring timely execution of campaign deliverables.
- Monitored campaign performance with detailed analytics, adjusting tactics needed to optimize results.

## ACHIEVEMENTS

- Implemented social media strategies to increase social media reach by 40% within two weeks.
- Used ORM to generate 5 genuine leads.
- Gathered 3k views (Diabetes short) and 9k views (Brain tumor video) in an hour.
- Converted 32 patients from YouTube video optimization for an IVF Clinic in 4 days.
- Developed data-driven SEO initiatives to increase website traffic by 25% & enhance online visibility.

## FREELANCER

### **Self-employed**

*Jun 2019 - Jun 2020*

- Managed multiple projects simultaneously while maintaining a high level of attention to detail and organization.
- Negotiated contracts with both clients and vendors effectively, ensuring mutually beneficial terms were agreed upon.

## BUSINESS ANALYST

### **LitsBros Pvt. Ltd.**

*Jun 2017 - Jun 2019*

- Coordinated cross-functional teams, ensuring timely execution of campaign deliverables.
- Monitored campaign performance with detailed analytics, adjusting tactics needed to optimize results.

## EDUCATION

AMRAVATI UNIVERSITY

### **Sipna College of Engineering and Technology, Amt.**

*Jun 2013 - Aug 2017*

## ADDITIONAL INFORMATION

- IT Recruiter - OptimHire (2022)
- Community Manager Intern - NbliK (2021)
- Took multiple career breaks to upskill myself (2021 and 2023)
- Prepared for DELF B2 (French) (2024)

**REFERENCES AND PORTFOLIO ARE PROVIDED ON REFERENCE.**