

parth7654thakkar@gmail.com
+917620198846
Nagpur, India 441501

Skills

- Campaign analytics
- SEO optimization
- Digital advertising
- Web analytics tools
- Market analysis
- Market research, forecasting, and analysis
- Marketing research
- Trend analysis
- Mobile marketing
- Media planning
- Planning events
- Social media marketing
- Influencer marketing
- CRM management
- Customer segmentation
- Customer engagement
- Project management
- Customer service
- Sales strategies
- Digital marketing
- Communication
- Relationship building

Education And Training

04/2024
BBA:
Marketing
G.H Rasoni College Of Business Management
Nagpur

Parth Thakkar

Summary

Results-driven digital marketing professional with hands-on experience at Haldiram Foods International Pvt Ltd. Skilled in SEO optimization and campaign analytics, I excel in market research and customer engagement. Successfully proposed innovative strategies that enhanced campaign effectiveness, demonstrating strong project management and analytical abilities to drive impactful results.

Experience

Axis Bank Limited - Junior Relationship Executive
Kalmeshwar
07/2025 - Current

- Recognized by management for providing exceptional customer service.
- Completed day-to-day duties accurately and efficiently.
- Identified needs of customers promptly and efficiently.
- Provided excellent service and attention to customers when face-to-face or through phone conversations.
- Explained banking procedures and regulations to customers accurately.
- Cross-sold bank products such as credit cards, loans, and insurance policies.
- Built positive and productive customer connections to drive consistent sales.
- Developed and maintained relationships with customers and assisted in generating sales opportunities.

Haldiram Foods International Pvt Ltd - Digital Marketing Intern
Nagpur, India
07/2024 - 10/2024

- Optimized website content using best practices for SEO.
- Tracked progress of campaigns with Google Analytics and Adobe Creative Suite.
- Participated in brainstorming sessions to develop ideas for innovative campaigns.
- Monitored competitors' activities by analyzing online presence across multiple channels.
- Created presentations to summarize results from digital marketing efforts.
- Assisted in setting up or optimizing analytics tools for tracking visitors' behaviors.
- Monitored social media for trending news, ideas, and feedback.