

Praful Mistry

MOBILE +91 9327543401

EMAIL ID. prafulbmistry@yahoo.com

OBJECTIVE

An innovative solution finder, strategic & analytical thinker driving the biggest bang for each buck spent and is extremely passionate about making a mark in both the digital domain and the marketing field. A go-getter who has done path-breaking work that has won accolades and helped grow the business and is hungry to make a mark in this field. With more than 10 years of experience I pursue entrepreneurial streak and an ability to adapt to ever changing competitive environment.

PROFESSIONAL SNAPSHOT

- Around 10+ years of sound Digital Marketing experience.
- Maintaining relationship with key clients and ability to chase up new biz opportunities.
- Have rich experience in On Page & Off Page SEO techniques.
- Manages engagements with solution capabilities from multiple sources and technologies.
- Excellent analytical skills summed up with strong knowledge and practical implementation of project
- Experienced in driving operational growth for organization by implementing new strategies to increase client footfall and drive sales.
- Key catalyst in driving business Revenue / Profits Gains for business clients.

CAREER PROFILE

- ⇒ As a Digital Marketing Manager, I focus on Customer relations, website presence, Campaigns, and overall branding of the business.
- ⇒ Responsible/Accountable: For Campaign Strategy / Planning - Detailing of strategic initiatives and identifying customer's unstated needs and creating integrated solution across all horizontals
- ⇒ Relationship Management – Enhancing relationships with key customer management as identified in the Account Relationship coverage plan
- ⇒ Campaign Manager: Understanding business leads and proposing solutions to client within offered services.
- ⇒ Team Lead: Ability to handle team to achieve desire result.
- ⇒ Being recognized by higher management for maintaining and delivering high level of commitments, People management skills and collaborative work style.

PERSONAL ATTRIBUTES/ INTERPERSONAL SKILLS

- ⇒ One Minute Manager – I am able to make tough decisions in time critical situations with the appropriate urgency
- ⇒ Drive for results – Experienced in achieving results by effectively translating ideas into actions.
- ⇒ Customer focus – Understands customers, proactively gathering information to learn needs and expectations.
- ⇒ Cross group collaboration – I have an ability to easily work with others in an open-minded and efficient manner with all the Verticals and Horizontals
- ⇒ Multitasking – I am able to track and manage multiple assignments involving several teams.
- ⇒ Leadership: Making the most out of team collaboration and encourage other team members.

WORK EXPERIENCE

SL	COMPANY	DOMAIN	WORK - DURATION
1	Pixlogix Infotech Pvt. Ltd.	Digital Marketing Manager – IT Services & product Management.	April 2019 - Present
2	Digital Science Web Technologies Pvt. Ltd.	Head, Branding : Service and Products in-house as well as client's, PPC	April 2010 – Jan 2019
3	Client Driven innovation	SEO and Web Promoter	September 2009 to March 2010
4	DS Learning Academy	SEO Trainer- Maintain websites + PPC	April 2009 – Dec 2009
5	Juriscap Legal Research Pvt Ltd	Process Associate - Assists in implementing production procedures to optimize new and existing manufacturing processes.	July 2007 to September 2009

SPECIALTIES

- ⇒ Understanding consumer delight quotient
- ⇒ Creative Ideation
- ⇒ Deal-making
- ⇒ Negotiations
- ⇒ Liaising
- ⇒ Paid campaign management
- ⇒ Penetration (Top Down, Bottom Up)

EDUCATION AND CO-CURRICULAR ACTIVITIES

- ⇒ High School Diploma in 2004 to 2006
- ⇒ G.B. Shah, Gujarat University – Ahmedabad
- ⇒ CCHN, Hardware and networking: Hardware & Networking, 2005 – 2006
ECIT – Ahmedabad.

Thanking You,

Yours Truly

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