

Vishalkumar Sugate

Digital Marketing Professional

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OBJECTIVE:

To associate with an Organization which progresses dynamically and that provides me an opportunity to utilize my knowledge and skills.

DIGITAL MARKETING PROJECTS UNDERTAKEN:

S.NO	ORGANIZATION NAME	WEBSITE	PROJECT DETAILS
1	HUBBALLI TOURS & TRAVELS, HUBLI	www.hubballitravels.com	Domain registration, Web design & Hosting , Content creation, Google 'my business' update, SEO,SEM, SMO, SMM & Quality back link building
2	BENGALURU TOURIST GUIDE, BANGALORE	www.bengaluruguides.com	Domain registration, Web design & Hosting, Content creation.

KEY KNOWLEDGE AREAS:

- Web design, Domain selection & Hosting
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)

Search Engine Optimization (SEO)

- Analysis of client's website
- Competitor analysis
- Keyword analysis
- Content optimization: - Search engine friendly content development.
- SEO friendly title and meta description optimization
- Heading tags optimization
- Image optimization
- On- Page and Off- Page optimization
- Monitoring the website traffic with Google analytics
- Maintaining the website with Google webmaster

Tools used in SEO:

- Google Webmaster
- Google Analytics
- Google AdWords keyword planner tool.

Search Engine Marketing:

- Keyword analysis
- Landing page relevancy
- Ad relevancy
- Expected click through rate
- Campaign monitoring and AB testing
- PPC campaign Management
- Display ads management
- Ad placement

Tools used in SEM:

- Google Analytics
- Google AdWords

Social Media Optimization/Social Media Marketing:

SMO/SMM Skills

- Creating social media posts
- Social media advertisement – Facebook, Twitter, LinkedIn and YouTube
- Social media analytics – Facebook, Twitter and LinkedIn
- Use of Canva image editor

JOB EXPERIENCE:

I have worked at G.C.M.M.F.LTD (AMUL) as Field Sales Representative in Goa market for the period of six months. Role & Responsibilities were –

- Managing primary sales of 8 Distributors, 2 institutional sellers & Ice Cream parlors located at North Goa.
- Timely settlement of PCF at retail level for dairy products.
- Tapping unexplored outlets & Modern Format stores.
- Effective utilization of POP materials.
- Impart training & develop skills of WD's Salesman.
- Conduct market survey.
- Appointment of new APOs & Ice cream parlors in Goa region.

Extra-Curricular Activities:

- Travel & Tourism activities
- Wild life research

EDUCATIONAL DETAILS:

COURSE	UNIVERSITY / INSTITUTE	YEAR OF PASSING	AGGREGATE
Google Adwods Certification	Google Fundamentals & Search exam	2017	86%
Digital Marketing	O.M.I.T- Online Marketing Institute & Training, Bangalore	2017	'A'
Digital Marketing	M.S.M.E Development Institute, Bangalore (Govt. of India)	2016	'A'
MBA (Marketing)	Karnatak University, Dharwad (Global Business School, Hubli)	2009	66 %
B.COM	Karnatak University, Dharwad (J.G.C.C, Hubli)	2007	60 %

PERSONAL PROFILE:

Full Name : Vishalkumar Sugate
Father Name : Pralhadrao Sugate
Date of Birth : 21/07/1986
Nationality : Indian

Residential address : #117, 3rd Cross, GKW Layout, Vijaynagar, Bengaluru - 560040
Permanent address : # 19, Shivanandanagar, Navanagar, Hubballi - 580025
Languages known : English, Hindi, Kannada & Marathi

Phone no. : 8277067099
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Website : www.sugate.in

Reference : Prof. Rani Kale, Dept.of Management studies, KUD - Mb: 9535993018.

DECLARATION:

I Mr.Vishalkumar Sugate, hereby declare that, all the information provided above is true and correct to the best of my knowledge and belief.

Place: Bengaluru

Date: 10/05/2017

Vishalkumar Sugate