



JAYANT MOHITE

SALES COORDINATOR
(DIGITAL MARKETING)

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<https://jayantmohite.wordpress.com/about-me>

Google Certifications

Google Analytics



The Online Marketing Fundamentals by
Digital Unlocked google



Digital Sales Exam by Google.



EXPERIENCE

SALES CO-ORDINATOR (DIGITAL MARKETNG)

Trident International Pvt Ltd | Dec 2016 - Present

Trident is Industrial Tyre Manufacturing Company

Keep tracking SEO for the trident done by city web / Inbase Technologies.

Use of some SEO tools Such as Google Analytics, Webmaster,keyword planner.

Helping to create changes on existing website. Such as Insert Videos, Gif Animation, Contents, etc



Create online presence at Facebook, linked in,G+, and local as well as us ad post classifieds.

Main job profile is lead generation using various means such as emailing, digital marketing, references, etc.Help to Identifying and developing new business.

Develop and execute sales / marketing proposals

Helping sales team in coordinating for prices, proposals,entire sales process activities.

Build good relationships with potential and existing clients

Achieving periodic defined sales targets is mandatory for all positions

MARKETING ASSISTANT (MARKETING CO-ORDINATOR)

Micromatic Machine Tools pvt Ltd | Dec 2015 - Nov 2016

CNC,VMC,HMC, Grinding Machine Manufacturing Group of Companies

Micromatic Maachine Tools Pvt Ltd. is part of ace Micromatic Group in which various companies are in this group 1. Ace Designers Ltd.- CNC Turning Solutions 2. Ace Manufacturing Systems Ltd. - CNC Machining Solutions 3. Micromatic Grinding Technologies - Grinding Solutions 4. Pragati - Machine Building Partners 5. AmiT- Ace



Manufacturing Intelligence.

Duties : Assisting senior staff and sales engineers for sales, promotional activities sending mail , Quotations of machines , follow up for getting PO , Processing Purchase order on Microsoft CRM 2011 Application support for marketing team end to end process from getting PO from customer to Dispatches Machines. co-ordinate with sales team and assist them to increase sales. Managing Sales Managers, Administration of the contact database, Administrative work, Generating Reports through CRM, creating presentations for monthly meeting, co-ordinate ISO audit, communicate with principle that is group of companies for processing machines and getting machines delivery on time, payment / c - form follow-up.

BUSINESS DEVELOPMENT OFFICER

Idea Cellular Ltd | Sep 2013 - Aug 2014

Worked at Idea Corporate Office, Maharashtra. Did promotional activities at given selected companies(key accounts) from convincing customer to use corporate plans of Idea with activating their voice, porting, data cards, prepaid to postpaid connections. Corporate Business Development., Making Pitch to MNC client and meeting with HR Managers, Acquisition of New Corporate connections as well as companies, Meet the Directors HR Managers as well as Admin of the company and maintain relationship with them, Tying with new companies by giving them company paid connections, products and processes, related to Corporate Sales Business Manage the existing relationship and ensure incremental business from them.



ONLINE MARKETING MANAGER

Bhushan Enterprises | June 2012 - Sept 2013

social media, online advertising, SEO/SMM, and internal tools for promoting marketing programs. Develop strategy, content plan, strategy to implementation, optimization, reporting and analysis. email campaigns, generate leads & sales, Managing Social Media Campaigns on various social networking websites : facebook, linkedin, youtube, g+ etc.



EDUCATION

M.B.A. (INFORMATION TECHNOLOGY) , UNIVERSITY OF PUNE, HIGHER SECOND CLASS

B.C.A.. DR. BABASAHEB AMBEDKAR UNIVERSITY, FIRST CLASS

H.S.C. . FERGUSSON COLLEGE, PUNE BOARD , PUNE

S.S.C. . SHRIPATRAO BHOSALE HIGH SCHOOL , OSMANABAD

Attended online webinar

CII (CONFEDERATION OF INDIAN INDUSTRY) and getting strong knowledge on following topics.

- Digital Marketing Orientation and Trends in 2017
- Social Media Advertising
- Search Engine Optimisation and Content Marketing
- Search Engine Marketing, Display and Programmatic Advertising
- Marketing Automation
- Affiliate Marketing
- Google Analytics and ROI Measurement
- Integrated Marketing Plan

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[facebook](#) /jay.mohite1

[Pinterest](#) /jaymohite01

[Instagram](#) /jay.mohite01

INTEREST

- Database Administration Certification from NIIT.
- SAP ABAP Certification from GEIS pune.
- HARDWARE/PAGEMAKER Certification (Online) From ebiz.com.
- MS-Office with Internet Certification From C-DAC,GIST.
- Build Your Social Media Skills / Security and Ethical Hacking one day duration certification from NIIT.
- ISO 9001:2008 awareness course: Its main objective is to safeguard life, property and environment through quality assurance services, it is backed by devoted professionals, highly qualified and experienced personnel.
- Six Sigma Yellow Belt: completed six sigma yellow belt certification faculty associated to FICCI-ASQ (American Society for Quality)
- Participated in the National Seminar conducted by the college in year 2011

ACHIEVEMENTS

- Award achieved for the best summer project.

INTERNSHIP / MBA PROJECT

Company : BizCatalyst

Project Title : SOCIAL MEDIA MARKETING STRATEGIES FOR ONLINE PROMOTION IN IT SECTOR.

Description :. Social Media Optimization on facebook, twitter link building, blog promotion, directory submissions, article submissions, Blog Creation, On Page Optimization, Off page, Social Bookmarking, HTML tags creating these are work done in my project

SKILLS

SEO and SMM



DIGITAL AWARENESS



CMS /WORDPRESS



SUBMISSION



DIGITAL STRATEGY



RESEARCH



COORDINATION



DESIGNING



SOCIAL MEDIA



CONTENT WRITING



PERSONAL INFORMATION

- Hobbies : Internet Surfing, Listening Music, Watching Movies, Travelling.
- Participation in activities of Social / community / charitable nature : Participated In National Seminar.
- Areas Of Improvement : AD CAMPAIN, PAID ADVERTISEMENT, Managing and Optimizing Paid Search, SEM & SEO campaigns
- Location preference: Pune.
- Status: Widowed,
- Date of Birth : 18-06-1988