

Preeti K. Meher
MMS (Masters in
Management
Studies
(Marketing)

Address:

“Shreeprabha”,
bungalow no. 4,
Near St Peter’s
school, Ramwadi,
Virar East
401305

Birth Date:

7th October 1992

Email:

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Phone No:

+91-8149751685

Linguistic Abilities:

Speak, Read and Write
comfortably:

English, Hindi, & Marathi

Profession/ Area:
Search Marketing Analyst (SEMA)

OBJECTIVE

Looking for a challenging career, in the field of my interest with virtue, integrity, and an understanding of important responsibilities to assure my best efforts toward in progress of the organization.

EDUCATION

2017-2019 **MMS(Marketing)**
University of
Mumbai

2010-2013 **Final Year**
T.Y. B.Sc.
IT
University of
Mumbai

AREAS OF EXPERTISE:

- ✓ MS Office (MS -Word, Excel, PowerPoint)
- ✓ Graphic Designing
- ✓ Google ads
- ✓ Microsoft Bing Ads

PROFESSIONAL EXPERIENCE

Reach Local Services PVT. LTD (Nov 2021- Sep 2023)

- ✓ The job profile mainly involves analyzing all the running campaigns for Search Marketing
- ✓ Checking the campaign status if it is underspending or overspending,
- ✓ Analyzing if the budget is properly allocated, and checking the keywords and ad groups if there is any discrepancy.
- ✓ Monitoring the performance of CPL (Cost per Lead) and CPC (Cost per Click) improving overall Quality Score
- ✓ Brands worked with: Rigid Industry (USA), Max Motors US South and Central, Imperial Motors, Les Stanford

Silver Hash Digital (May 2021- Sept 2021)

Digital Marketing Intern

- ✓ Writing Content for Websites, blogs, and social media Posts
- ✓ Creating Social Media Posts, for WhatsApp, Facebook, and Instagram using software like Adobe Photoshop, Adobe Illustrator, etc., and posting them.
- ✓ Working on Websites for creating webpages on WordPress.

Personal Skills

- Good communication skill
- Willingness to learn new things and ideas
- Ability to work in a team
- Disciplined, honest and hardworking
- Positive attitude towards life
- Multitasking

Software Related Skills:

- Hands-on experience MS Office (Word, Excel Power point)
- Adobe Photoshop, Adobe Illustrator

Interests and hobbies:

Listening Music,
Cooking, Reading,
Writing blogs

Previous Work Experiences:

- ✓ Ufaber- IELTS Ninja - Growth Catalyst (June 2020- March- 2021)
- ✓ Stelmec Limited- SBUII - Management Trainee- (Feb 2019- Mar 2020)
- ✓ Efurterence- Ecareers - Graphic Designer (August 2016-June 2017)
- ✓ Livquik Technology India Private Limited - Graphic Designer (March- 2015- Feb- 2016)

STRENGTHS

- ✓ Leadership
- ✓ Smart-Worker
- ✓ Sincere and Punctual
- ✓ Positive attitude and dedication towards committed work.

CERTIFICATION

- ✓ Fundamentals of Digital Marketing: A Google Certified course
- ✓ Google Ads and Microsoft Bing Ads Certification
- ✓ Google ads course for 2023 beginner to expert- Udemy Certified
- ✓ Search Engine Marketing #step by step tutorial- Udemy Certified
- ✓ Pursuing Blogging for Living: Perfect Small budget project from Udemy and creating own website with the help of word press named as www.preetimeher.com

OTHER INFORMATION

Name of Husband: Mr.Kaushal Pradeep Meher
Nationality: Indian
Marital Status: Married

Date:

Place:

Preeti Meher

