

VINOD CHAUDHARI

AD TRAFFICKER (PROGRAMMATIC) & DIGITAL ACCOUNT CO-ORDINATOR

+91 9623970824

chaudharivinod15@gmail.com

Pune, IN

[linkedin.com/in/chaudharivinod](https://www.linkedin.com/in/chaudharivinod)

SUMMARY

Hi, I am a Digital Marketer with 3 years of hands-on experience in Programmatic Advertising, Paid and Organic Social Media, Website Analytics and SEO (Search Engine Optimization), Mobile app marketing. An exuberant team member with skills in adding value & optimizing processes to increase the overall efficiency of the organization. Able to manage whole process of planning, executing and optimizing campaigns for clients in various industries.

KEY SKILLS

- Digital Marketing • SEO (Search Engine Optimization) & Keyword Optimization • Social / Digital Media Planning • ASO (App Store Optimization) • Digital & Social Marketing Campaigns • Facebook Ads • Google Ads • Twitter Ads • YouTube Ads
- LinkedIn Sales Navigator • Instagram Ads • Programmatic Advertising • Simpli.fi • Hootsuite • Google Analytics • Sendgrid
- Mailchimp • Advertising • Social Media Campaign • Email Marketing campaigns • Organic Search • PPC (Pay per Click) • Campaign Optimization • User Engagement • Report Generation

EDUCATION

PG Certification in Digital Marketing and Communications

Oct '21 - Present

MICA & upGrad

Pune, IN

- Course Modules:

- Fundamentals of Marketing
- Social Media Marketing | Search Engine Optimization (SEO) | Web Analytics Content Marketing Specialization
- Content & Social Media Planning

Bachelor of Engineering

Aug '15 - May '19

Alard College of Engineering

Pune, IN

- Top 5 percentile of the college
- A+ Grade in report submission on different Digital Marketing case studies on LinkedIn, Twitter, Bookmyshow, etc.
- Cultural Secretary for 2 consecutive academic years
- Lead the Electric Bicycle building team, including technical assembling and presenting in various competitions.

Diploma in Electrical Engineering

Aug '12 - Jun '15

Government Polytechnic, MumbaiBoard

Mumbai, IN

- Final Year: 67%
- Cultural Secretary

SSC

Jun '11 - May '12

R.C.F. School, Kurul

Mumbai, IN

- Percentage: 84.86%
- Participated in and won many elocution competitions in English, Hindi, Marathi & Sanskrit

KEY MARKETING PROJECTS

- **Objective:** To drive traffic to the UpGrad website | UpGrad Blog Promotion Project

- **Solution:** Set up Ad Campaigns on Facebook Ads Manager and Google Adwords

- **Achievements:**

- Utilized the budget provided for Google Ads (INR 800/-) and Facebook Ads (INR 1600/-) for getting best possible results
- Successfully executed Facebook Ad campaign to drive traffic to the website with more than 1,00,000+ Impressions in 5 days of period.
- Achieved the lowest CPR (Cost per Result) across the industry valued at INR 0.89 per click.

PROFESSIONAL EXPERIENCE

Digital Account Co-Ordinator & Brand Strategist AffinityX

Oct '21 - Present
Pune, IN

A reputed Whitelabel MnC with an excellent track record in the Online Advertising market.

Marketing Strategy & Implementation

- Implementing and manage online ad campaigns (Large & Small scale) specifically in the US and Canada ,such as Display/mobile ads, Audio and Video ads including in Programmatic campaigns and social ads.
- Hands-On experience in advertising platforms (Programmatic & Social) such as Simpli.fi, Safereach, Facebook Business Manager & Snapchat Business Manager
- Communicating with clients on a day-to-day basis for campaign requirements.
- Providing Audits and monthly reports on pacing and performance of campaigns
- Handling, monitoring and providing weekly report suggesting optimisation actions for all whiteglove advertisers (High Value clients).
- Monitor campaigns daily and make optimizations wherever needed to ensure campaign goals are achieved.
- Strategies campaign as per the client's expectations (CPA, CTR, VCR)
- Handling and resolving technical queries and campaign concerns requested through Helpdesk by partners and clients
- Guiding, training and resolving queries requested by Trafficking Team and sales Coordinators
- Worked on a project aiming to increase the efficiency of trafficking team.

Account Management

- Worked as a face of the organization for an account worth 3x of revenue for the organization than other clients.
- Communicated on a day-to-day basis through calls and emails for strategizing and looking after the 1200 campaigns for the client.
- Contributed to Campaign optimization activities for programmatic campaigns on Simpli.fi, TTD, etc.

Digital Marketing Executive & Creative Lead Vmobify Solutions

Aug '19 -Sep '21
Pune, IN

A startup based in Pune, providing Paid social media planning & advertising, SEO, SEM, ASO with an excellent track record.

Marketing Strategy & Implementation

- Writing technical blogs (500-1000 characters) ,Implementing new organic social media planning & content marketing strategies for B2B clients of the accounting and finance industry to publish on various Digital channels. Designing banners for social media posting and promotion
- Interpret results from the Google Analytics and SE Ranking repots to optimize the ad campaigns for better by planning SEO (Search Engine Optimization) and Keyword Optimization

Account Management

- Maintain client relationships through end-to-end communication for campaign management and report generation, communicating Ideas, and driving innovation
- Defining Long term goals and short-term milestones for the Clients. Creating new plans on the basis of client objectives Assisting in content writing for the website, blog, social media, and sales & marketing purposes
- Playing a key role in designing case studies and presenting the uplifts of the business with a touch of creative filling process Designing Social/Digital Media Strategy for brand recall and community growth for clients in different industries.
- Supervising marketing graphics, images, and ad copywriting while ordering various materials for marketing.

ADDITIONAL INFORMATION

Languages known: English, Hindi, and Marathi

(Participated and won various elocution competitions in previously mentioned languages additionally including Sanskrit)
