

Mayuri Pitale

Digital Growth Consultant



CONTACT



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Hyderabad, Telangana

PROFILE

I am result oriented Digital Marketing professional with over 5 years' of combined experience in HR & Digital marketing. I continue to develop my skills and advance professionally. In the realm of digital marketing and the creative world, I am confident in my ability to come up with novel concepts.

SKILL

Social Media Management ●●●●●○○○

Content Writing ●●●●○○○○

Designing ●●●●●●○○

Creativity ●●●●●●○○

Ad Campaign ●●●●○○○○

EDUCATION

● Masters of Management Studies (MMS/MBA)

University Of Mumbai | 2012 - 2014

● Bachelors of Science- Information Technology

University Of Mumbai | 2008 - 2011

EXPERIENCE

Digital Growth Consultant

CYBERBLOOM LLP | Mar 2020 - Till Date

- Coordination with clients to understand their needs and collaboration with the team to plan and execute.
- Create social media marketing strategy and campaign by creating the content idea, budget planning, and implementation schedules.
- Creating graphics relevant to the content & intention of the assignment.
- Increase the return on investment (ROI) of sponsored search advertising by collecting and analyzing data and identifying patterns and insights.

HR Business Partner

YASH TECHNOLOGIES | Sep 2019 - Mar 2020

- SPOC for employees and managers in the business unit.
- Proactively supported the delivery of HR Processes at the client's side.
- Increased BU productivity by creating reports and charts
- Lead a team of HR executives in carrying out HR Operations.

HR Executive

SAGARSOFT INDIA LTD | Jan 2016- Sep 2019

- Assisted in managing employee life cycle - hire to retire.
- Managed HR records of 200+ employees
- Coordinating and managing onboarding process
- Facilitated performance appraisal