

# SATYENDRA KUMAR

## Manager- Digital Marketing

De Kulture Works,  
Jaipur, Rajasthan

Working as **Manager –Digital Marketing** to boost company revenue through digital marketing, organized management and diligent. Also offering focused leadership to drive sales and profitability in high competitive markets.

### Personal Info

#### Address

63, New Colony, Satyenagar,  
Jhotwara, Jaipur-302012

#### Mobile

8955480411

#### E-mail

satyendra.mbm10  
@gmail.com

#### Skills

- Social Media Marketing
- AdWords/PPC Campaigns
- Email Marketing
- Segmentation & Analytics
- Team Management
- Strategic Planning
- Lead Generation
- Client Relation Management

#### Software's/ Tools

- MS Office
- Corel/ Photoshop
- Filmora
- Caneva/Animaker
- Ansys/Autocad/MATLAB

### Work Experience

08/2021-  
Present

**Manager -Digital Marketing – De Kulture Works, Jaipur**

Key responsibilities:-

- Monitor & Analyze The Effectiveness of Marketing Campaigns on Online Marketplaces , Google and Social Media
- Optimization of National /International Online Marketplaces and Website
- Implementing policy, planning, and strategy
- Social Media Marketing

02/2020-  
08/2021

**General Manager-Operations & Digital Marketing- Keshav Kripa Polyplast LLP, Kishangarh, Ajmer**

Key responsibilities:-

- Digital Marketing
- Business Development & Management
- Lead Generation & Client Relations

07/2015-  
01/2019

**Assistant Professor & TPO-JECRC, Jaipur**

Key responsibilities:-

- In Charge Social Media Promotions
- TPO/ Assistant Professor

07/2010-  
08/2012

**Assistant Professor- PCE, Jaipur**

Key responsibilities:-

- Member of newsletter team
- 1<sup>st</sup> year Mechanical co-curricular activity in charge

### CONSULTANCIES

03/ 2021-  
Present

**Shiksha Vikas Pvt Ltd.**

- Digital Marketing & Content Creation.

2015-2017

**Bhagwati Drugs Ltd., Jaipur**

- Maintenance and Development of Machines.

## Languages

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Hindi

English

## Hobbies

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Playing Badminton

Learning Software/Tools

## EDUCATION

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|-----------------|---|
| <b>09/2021</b>  | <b>Strategic Digital Marketing &amp; Analytics</b>  |
| <b>02/2022</b>  | Executive Programme<br><i>College/University : IIM Rohtak</i>   |
| <b>08/2012-</b> | <b>Master of Technology</b>   |
| <b>04/2015</b>  | <i>Specialization: Machine Design</i><br><i>College/University : Kota Govt. Engineering College, Kota</i><br>(Rajasthan technical University, Kota) |
| <b>07/2006-</b> | <b>Bachelor of Engineering</b>  |
| <b>07/2010</b>  | <i>Branch: Mechanical Engineering</i><br><i>College/ University : M.B.M. Engineering College, Jodhpur</i><br>(Jai Narayan Vyas University, Jodhpur) |

## Certification & Short Term Course

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- **Digital Marketing Foundations** Issued by “LINKEDIN LEARNING”.
- **Google Ads Essential Training** issued by “LINKEDIN LEARNING”.
- **Fundamentals of Digital Marketing** Issued by “GOOGLE DIGITAL”.