

# Tejash Chhatrala

## Marketing Management

The primary focus is to create engaging content and share on social media (Digital marketing) to grow organic traffic and by using this growth hack I'm able to generate organic lead (sale) without spending a single cent. Generate lead and grow traffic and get more engagement on social accounts using proven growth hacks is main motive.

Having strong technological experience and always wanted to stay updated with latest marketing trend and business analytics!



## WORK EXPERIENCE

Present  
8/2019

### **Sr. Sales and Marketing Expert** Ahmedabad

At Samudra technologies - IT(SaaS)

- Generate lead from social media and by handling digital marketing.
- Work with sales team to develop and execute marketing plans for target market sectors across the portfolio of solutions.
- Connect with target customer via call, mail and other outbound medium to discuss our offering and range.
- Manage all sales activities by tracking, goals, performance, expectations, and reporting.
- Handle channel network and dealers to derive desired target and listen to their problems and give them appropriate solution.
- handle sales and marketing team members for better output

8/2019  
6/2018

### **Sales and Marketing Executive** Rajkot

At Ghanshyam Engineering Company

1 Year &  
2 Months

- Holds full responsibility for all marketing and communication matters
- Has full responsibility for stand design decisions, catering and giveaways for industry trade fair
- Provides marketing consultancy for specific campaigns and liaises with internal stakeholders
- Maintains and updates company website, intranet site and internal marketing pages
- Proactively drives, prepares and writes all communication, for example company announcements



## CONTACTS



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Naroda,  
Ahmedabad



27 March 1997



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## SKILLS

- Management
- Organizational and Planning
- Web development
  - Front end
  - Back end
- Digital Marketing
  - Social media automation
  - Social media management
  - SEO / SEM
- Journalism / Storytelling







## SOFTWARE

- Microsoft Office
  - Excel
  - Word
  - PowerPoint
- Adobe
  - Adobe Acrobat
  - Adobe InDesign
  - Adobe Illustrator



## ACADEMIC QUALIFICATION

- 2019 - 2021 ● **PGDBM (Marketing Management)**  Mumbai  
At Narsee Monjee Institute of Management Studies  
85
- 2014 - 2018 ● **BE (Electrical Engineering)**  Junagadh  
At Noble Group of Institution  
7.04 CGPA
- 2012 - 2014 ● **HSC**  Keshod  
At D. D. Ladani School  
53.27 Percentage
- 2009 - 2012 ● **SSC**  Keshod  
At D. D. Ladani School  
53 Percentage



## Certificate / Awards

- Google Digital Marketing  
-by Google
- Lean Six Sigma Black Belt  
-by LinkedIn Learning
- Advanced Google Analytics  
-by Google Analytics Academy
- Content Marketing Certified  
-by HubsPot



## Hobbies

- Table Tennis
- Chess
- Guitar