

# Aditya Bagde

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Address- Jam (Sawli), Dist.- Chhindwara (M.P.)

## EDUCATIONAL BACKGROUND

MBA	Indian Institute of Management Nagpur	66.74%	2021
B.E. – ECE	Ujjain Engineering College, Ujjain	69.20%	2016
XII Standard	Sankalp Higher Secondary School, Sausar	88.80%	2012
X Standard	Sankalp Higher Secondary School, Sausar	93.16%	2010

## WORK EXPERIENCE

Apr'21- Oct'21

Jeevitam	<ul style="list-style-type: none"><li>Managed multiple clients and delivered personnel required for client's business</li><li>Managed team of tele callers and assigned monthly targets and tracked desired performance</li><li>Responsible for making weekly/monthly reports, presentations for internal use and clients</li><li>Coordinated with technology and operations teams to develop new practices</li><li>Supported cofounders in various activities and projects</li><li>Maintained robocalling for various projects according to clients' requirements</li></ul>
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## SUMMER INTERNSHIP

April 2020 – May 2020

Kalycito Infotech Private Limited	<ul style="list-style-type: none"><li>Used SEMRUSH, MOZ, monitor backlink, backlinko to find out the <b>ranking &amp; positioning</b></li><li>Found out ranking &amp; positioning using SEO tools like SEMRUSH, MOZ, Monitor, backlinko</li><li>Analyzed the main <b>competitors' backlink profile</b> and their SEO performance for link building</li><li>Analyzed <b>US System integration</b> websites and related blogs to create content and online courses</li><li>Completed <b>on-page SEO</b> of new pages of websites and suggested changes in different SEO errors</li><li>Created a syndicated blog post and suggested various steps and websites for publishing blog post</li></ul>
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## FIELD IMMERSION MODULE

Dec'19 - Jan'20

SEARCH NGO	<ul style="list-style-type: none"><li><b>Increased</b> the NGO's (NIRMAN) reach using <b>social media</b> marketing and <b>SEO</b> techniques</li><li>Successfully <b>implemented</b> social media strategies to promote a video of a fellow NGO member</li><li>Proposed effective marketing strategies to increase NIRMAN's awareness in various organizations</li><li>Designed and Delivered a <b>Pitch presentation</b> on NIRMAN to pitch to funding Organizations and CSRs</li><li><b>Demonstrated the design</b> for NIRMANee Campaigns, and different website pages of the NGO</li></ul>
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## CERTIFICATIONS

Bloomberg	<ul style="list-style-type: none"><li>Familiarized with Portfolio Management, Bonds, Equities and Economic Indicators</li><li>Learnt about different financial markets with the help of Bloomberg terminal functions</li></ul>	2020
Share Market	<ul style="list-style-type: none"><li>Practiced different share market trends and demand &amp; supply in share market</li><li>Learnt different charts like Candle Sticks in <b>Technical analysis</b> along with Fundamental Analysis</li></ul>	2020
Digital Marketing	<ul style="list-style-type: none"><li>Gained importance of different <b>digital marketing</b> tools and concepts in Marketing</li><li>Learned about <b>Social Media Marketing</b> i.e., YouTube, Facebook, Instagram, etc.</li><li>Learned various Applications of <b>SEO</b>, Google AdWords, Analytics &amp; email marketing</li></ul>	2020
Content Marketing	<ul style="list-style-type: none"><li>Learnt how to create content and its different phases for better results in marketing</li><li>Gained an understanding of content marketing strategy and its importance in online marketing</li></ul>	2020

## ACHIEVEMENTS

Academics	<ul style="list-style-type: none"><li>Awarded by Dist. Collector for securing <b>1st rank</b> in High School Exam in the category in Dist.</li><li>Secured <b>1st rank</b> out of 100 students in Class 12th at Sankalp Higher Secondary School, Sausar</li><li>Scored 99 marks in Mathematics in High School Exam</li><li>Achieved 8.33 SGPA in 8th semester of Engineering</li></ul>	2010 2012 2010 2016
Extra-Curricular	<ul style="list-style-type: none"><li>Participated in Quiz on Health &amp; Welfare Centres organized by Ministry of Health &amp; Family</li><li>Participated in Vipani Satva-Mark Adz organized by IIM Visakhapatnam</li><li>Got <b>second</b> rank in <b>OscarFrenzy</b> organized by Cineastes Movie-SIG, IIM Nagpur</li><li>Achieved 2nd Rank in the district in Bhartiya Sanskriti Gyan Pariksha</li><li>Secured First Rank in Block Level General Knowledge Competition organized by BJSS</li></ul>	2019 2019 2020 2009 2009
Interests	<ul style="list-style-type: none"><li>Following Cricket &amp; Movies, Martial Arts, Reading Trivia</li></ul>	