

ANIRUDDH BABAR

+919082406601



ani1010ba@gmail.com



Vashi, Navi Mumbai



Summary

Marketing graduate from Mumbai University with a focus on Digital Marketing. One year of experience as a Senior Executive at DBS Mintec and currently a Customer Relationship Executive at Udyama. Proven skills in digital marketing, customer relations, and a commitment to professional growth. Ready to contribute to innovative projects and marketing initiatives.

Education

University of Mumbai
Bachelor of Management Studies in Marketing
2020 – 2023

RushiPandit - Digital School
Digital Marketing Course
2024

Skills

Digital & Marketing Skills -

- Social Media Management (Instagram, Facebook, LinkedIn, etc.)
- Digital Marketing Campaign Planning & Execution.
- Website Management (Content Updates, SEO basics)
- Branding & Online Engagement Strategies
- Content Creation (Posts, Ads, Reels, Graphics)

Professional Skills

- Customer Relationship Management (CRM)
- Problem-Solving & Conflict Resolution
- Team Leadership & Collaboration
- Strong Communication
- Time Management & Multitasking

Language

- Marathi
- English
- Hindi

Professional Experience

Strategic Business Unit (SBU)

Anubhav Computer | 2024 - Present

- Oversee the MS-CIT exam process across the Mumbai Harbour region.
- Manage all Authorized Learning Centers (ALCs) of MKCL in the Mumbai Harbour region.
- Coordinate and execute marketing efforts for all ALCs.
- Address and resolve technical issues at the ALCs.
- Assist in increasing sales and achieving targets set by MKCL for the ALCs.
- Managed social media accounts for Anubhav Computer Institute and SRP School & College, creating engaging posts and increasing online visibility.
- Maintained and updated the official websites of Anubhav Computer Institute and SRP School & College, ensuring accuracy and improved user experience.
- Planned and executed social media campaigns for Anubhav and SRP, focusing on audience engagement and brand awareness.

Customer Relationship Executive

Udyama Company | 2023 - 2024

- Provide exceptional customer service, addressing inquiries and resolving issues promptly.
- Collaborate with cross-functional teams to ensure a seamless customer experience.
- Utilize strong interpersonal skills to build and maintain positive client relationships.
- Handle confidential information and documents with discretion and maintain their proper organization

Senior Executive

DBSMintek Private Limited | 2021 - 2022

- Lead and managed a team of 11 individuals, fostering collaboration and achieving team goals.
- Prepared and distributed reports, presentations, and other materials
- Recognized as the Employee of the Month for four consecutive months, highlighting dedication and outstanding performance.
- Successfully handled high-level cases, demonstrating problem-solving and critical decision-making skills.