

SHUBHAM DASHARATH RAUT

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PROFESSIONAL SUMMARY

Dynamic MBA graduate specializing in Marketing with strong hands-on experience in digital campaigns, business development, and lead generation. Proven track record of increasing engagement and sales through data-driven strategies. Adept at CRM, creative content development, and cross-functional collaboration. Passionate communicator and strategic thinker with a focus on measurable results.

PROFESSIONAL EXPERIENCE

- ❖ **Business Development & Digital Marketing Associate - Sanika Industries | Apr 2025 – Present**
Developed and executed lead generation strategies, increasing inquiries by 25%.
Managed outreach campaigns and tracked digital performance via analytics tools.
Collaborated with sales to align marketing efforts with revenue targets.
- ❖ **Digital Marketing Intern - Disha Computer Institute | Jun – Aug 2024**
Instagram, Facebook, LinkedIn ETC.
Boosted social media leads and follower engagement by 20% through targeted campaigns.
Created compelling content tailored to audience interests and brand identity.
- ❖ **Marketing Intern - Swaraj Tractor, Kolhapur | 2022**
Conducted regional market research and assisted in promotional event execution.
Provided insights for targeted campaigns that improved rural outreach.
- ❖ **Content & Media Intern - R News, Kolhapur | 2021**
Created content, ad campaigns, and generated leads via news promotions.
- ❖ **Marketing Intern - Mahalaxmi E-Bike (Okinawa) | 2020**
Researched 200+ customers to analyse buying behaviour.

EDUCATION

- **MBA - Marketing | ASM IBMR, Pune | Savitribai Phule Pune University | 2025 | CGPA 7.48**
- **BBA – Marketing | Dr. Ghali College, Gadhinglaj | Shivaji University | 2023 | CGPA 8.37**

CERTIFICATIONS

- **Digital Marketing** – Disha Computer Institute (2024)
- **Graphic Design** – Disha Computer Institute (2024)

KEY SKILLS

- Digital Marketing & Campaign Management (SEO, SMM, Local SEO, Meta ads)
- Graphic Design (Adobe Photoshop, CorelDRAW, illustrator, Canva)
- Content Creation & Branding, Team Collaboration & Leadership
- Lead Generation & CRM Tools (e.g., HubSpot, Zoho), Excellent Communication & Public Speaking

AWARDS AND ACHIEVEMENTS

- **Maharashtra Ratn Award** – Best speaker | Pune
- **1st Prize- State-level speech competition** | HPT College Nashik (2022)
- **1st Prize- District-level speech competition** | S.B. Khade College (2022)
- **Environment Ambassador** – Dr. Ghali College (Municipality)