



Praful Pawar

Sr. Monitoring Executive

Contact

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Skills

Marketing and sales

Monitoring & Social Media Reporting

Learning ability

Team player

Online marketing strategies

Software

Salesforce

Sprinklr

Hardworking and passionate job seeker with strong organizational skills eager to secure entry-level Digital position. Ready to help team achieve company goals.

Work History

2022-09 -
Current

Digital Marketing and Sales Coordinator

Glister Electrical, Mumbai

- Kept detailed records of sales and customer information in CRM software, updating database regularly to maintain top-notch service.
- Compiled client profiles and entered information into operating system.
- Handled customer inquiries by staying up-to-date on market and industry trends and finding unique solutions to issues.
- Managed efficient RFP database and responses, generating timely reports to inform and adjust plans.
- Researched local markets to identify and flesh out lists of new leads for sales team follow-up.

2020-10 -
2022-09

Senior Executive - Monitoring

Mirum Advertising Agency, Mumbai

- Responsible for tracking and analysis of brand reputation across the platform and implement brand to successful management for their reputation.
- Maintain daily, weekly, monthly, and quarterly reports as per client requirements with suggestions for improving the brand positioning on platforms

2020-03 -
2020-09

ORM & Analytics Executive

Sparkt Pvt Ltd, Mumbai

- Responsible for understanding, analyzing, measuring and reporting of brand health and sentiment.
- Identified issues, analyzed information and provided solutions to problems.
- Supported analytics implementation on websites or applications.

2019-11 -

Customer Care Executive

2020-03

WorkStore Pvt Ltd, Mumbai

- Handled the process to resolve the customer's queries positively regarding the delivery status on emails, calls, and chat process.
- Coordinated timely responses to online customer communication and researched complex issues.

2018-01 -

ORM Executive

2019-03

WAT consult, Mumbai

- Creating & managing the operations to enhance the brand's image across online space.
- Building reports to understand brand social performance & Create awareness by primary means.
- Led projects and analyzed data to identify opportunities for improvement.
- Created spreadsheets using Microsoft Excel for daily, weekly and monthly reporting.
- Developed and implemented performance improvement strategies and plans to promote continuous improvement.

2015-08 -

Content Operations Manager

2016-09

Hungama Digital Media Pvt Ltd, Mumbai

- Managed content distribution to online channels and social media platforms.
- Connect, engage with the production team to make content live on Hungama.com to launch a song as early as possible
- Directed content of website by gathering information and integrating data from other departments.

Education

2016-07 -

MBA: Marketing

2019-09

HK Institute of Management, Mumbai - Mumbai

2012-06 -

Bachelor of Science: Computer Science

2015-05

Kirti College - Mumbai

Certifications

2022-08

Building reports of customers data

