

# Anil Ahire

Digital Marketing | Digital Sales | People Management | Client Servicing & Management  
[aahire16@gmail.com](mailto:aahire16@gmail.com) | [www.linkedin.com/in/anil-ahire-57124634/](http://www.linkedin.com/in/anil-ahire-57124634/) | +91 9987784989

## Profile Summary

A versatile head of an Internet Marketing firm eTrack Media. A Google Sales certified Digital Marketing professional with 8+ years of experience in the domain and possess strong knowledge of Digital Marketing. Highly skilled in utilizing purchasing habits of customers and enhancing digital marketing campaigns. Ability to identify competitor trends in the market and devise effective plans to generate profits.

Managing and coordinating with Multidisciplinary team of SEO, SMM, Google ads, website design and Graphics design. Have been successfully able to manage and retain exciting clients by receiving positive feedback of A and A+ grade from all the existing customers for the services from eTrack Media.

## Areas of Expertise

- Customer relationship Management
- People Management, currently managing 13 team members.
- Comprehensive knowledge of digital marketing services like (SEO, SMM, PPC, SEM & website design and development) brand marketing concepts, and Digital Sales.
- Experienced in designing effective digital marketing campaigns.
- Strong knowledge of how digital marketing channels function.
- Capable of building strong digital marketing road maps, improving online content by considering Google Analytics.
- Keeping up-to-date knowledge of development in digital technology, and motivating teams to achieve target results.
- Good Communication and Organizational Skills.
- Creativity and Analytical abilities.

## Work Experience

XS CAD India Pvt. Ltd. - Head - Internet Marketing (eTrack Media)

APR 2013 to Present

Reporting to: Board of Directors (India and the UK)

I was a part of the Core Team Member (CTM) group of XS CAD. This team was responsible for over management and administration of the organization.

All major management decision was discussed among the CTM and were implemented in the organization.

I was also Responsible for working as part of a multi-disciplinary team and handling a range activity.

### MANAGEMENT ACTIVITIES

- Attain yearly CTM meetings generally offsite
- Draft and manage yearly Sales and Marketing Business Plan.
- Develop Sales Forecast plan
- Monthly Management meetings with board of Directors.
- Monthly draft and maintain sales and Marketing report
- Responsible for new clients on board for digital Marketing services

### TEAM ACTIVITIES

- Managing & supervising all the departments of SEO, SMM, PPC, Graphics, Website Design and Development.
- Responsible for making result-oriented operations process

- Coordinating with Team Leader and team members to manage daily Client activities
- Client Account Management & Account Development
- Manage staff utilization, resource planner and overall project delivery.
- Responsible for the Marketing and branding of eTrack Media
- eCRM use to capture and monitor sales leads and potentials
- Trade shows visits and participation for more branding and direct leads for eTrack Media
- Use of ZOHIO ONE software to capture Project management and Team members daily and monthly Project hours.
- To create new opportunities by using digital Marketing activities to get new leads and sales conversion for eTrack Media
- Manage and coordinate with finance team for client payment recovery and manage outgoing cash flow
- Worked and Managed clients of various industry domains like IT Software, Educational Institution Real Estate, Pre-construction, Sports, Travel Manufacturing units, Clothing's Health and Fitness, Films and Production, Construction Turnkey Projects.
- Visit <http://www.etrackmedia.com/our-work/> for more client details.

**XS CAD India Pvt. Ltd. - Manager - Marketing & Sales**

**Reporting to: Director – Sales & Marketing (The UK)**

DEC 2010 to DEC 2012

Assisted Director of Sales and Marketing for overall marketing and sales activities for XS CAD and eTrack Media.

- Working as part of a marketing team responsible for online and offline marketing support for this BIM and 3D CAD specialist which has offices worldwide.
- Coordinated with team for all internal marketing & branding process.
- Was involved in customer database set up and on-going management, email and direct mail marketing campaigns, social media marketing and sales related support.
- Developed all Marketing collaterals like brochures, presentations for XS CAD and eTrack Media
- Use of eCRM to capture sales data
- Managed and documented sales lead for the UK, US, CANADA, AUS for XS CAD Brand

**STAR India Pvt Ltd. - Operations Executive**

**Reporting to: Operations Manager**

MAR 2010 to NOV 2010

- Working as Part of operations team and responsible for daily operations activities.
- Checking and coordinating with production house for show master and tapes.
- To check and confirm the content in the master received from production house.
- To coordinate with programming team for daily show schedules.

- Working as a part of Ticketing department for Travelocity
- Worked on SABER software to ticket the reservation received online on Travelocity portal

## Technical Skills and Proficiency

**Operating Systems:** Windows XP/7/10, Linux

**Zoho One:** Entire suite of Zoho projects, Zoho CRM, Zoho Forms

**Office Productivity:** Microsoft Office Suite, OpenOffice Suite, Google Docs Suite

**Cloud Computing:** Microsoft Office 365

## Professional Recognition and Awards

- Awarded '**Certificate of Excellence**' for outstanding contribution in managing and organizing events for the 'Fun Committee,' a group of voluntary employees who coordinate and plan several employee engagement programmes.
- Received a '**Rewards and Recognition**' note from the Board of Directors for having completed 3 and 7+plus years in XS CAD India Pvt. Ltd.

## Education

### **Diploma in Marketing Management**

**Wellingkar's Institute of Management Studies**

Provisional completion date – 2012

### **B.A Graduation**

**Mumbai Hindi Vidyapeeth**

Provisional completion date - 2009

## Personal Details

**Date of Birth:** September 16, 1985

**Languages Known:** English (Proficient), Hindi (Proficient), and Marathi (First Language)

**Nationality:** Indian

**Marital Status:** Married

**Gender:** Male

**Residence:** Room No. C-002, Devleela CHS, Sector – 10, Plot No. 50, Kamothe, Navi Mumbai – 410209.