

PRANITA J. PHADKE
PROJECT COORDINATOR, PUNE

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ABOUT ME

Experienced Digital Content & Data Transformation expert with a demonstrated history of working in the information technology and services industry. I believe in building long lasting professional relationships with strong interpersonal skills. With sound technical background and willingness to work in managerial roles I can contribute to organization's growth. In technical perspective my latest achievement is Google Analytics certified candidate.

TECHNICAL SKILLS

- SMM (Facebook, Instagram, Google, Twitter)
- ORM
- SEM
- Content Creation & Curation
- Tableau Analytics basics
- Business Analytics basics

TRAINING AND CERTIFICATIONS

- Google Analytics
- Google Ads
- Twitter Personal Branding
- Facebook Ads

INTERPERSONAL SKILLS

- Management
- Communication
- Team Building
- Problem Solving
- Decision Making
- Presentation

EXPERIENCE

Ideas to Impacts Innovations Pvt. Ltd Pune. (2015 – Present)

Project Coordinator-Digital Content & Data Transformation

- Digital enablement of the client on each social media platform.
- Project Lifecycle Management and development with domain specific requirements (For E.g. Education, Agri., Production, Hospitality, Tech.)
- Paid Marketing plan & execution on all social media platforms.
- Analytics/Documentation/Case studies Preparation/ SOP's Preparation.
- Client Communication

Client: Smart India Hackathon

On Site/ Off site: Off site

Team Size: 5

Role Description

- Social media planning and execution for a nationwide innovation initiative in collaboration with Indian Government
- User engaging content creation and distribution across social media platforms
- Demographic Targeting to increase participation and create brand awareness
- Client Communication across all levels of organizational committee (PMO Office, Organizers, Sponsors, Collaborators, Team Leads)
- Technical support (L1, L2 Level Queries)
- Team review, training, and task monitoring

Client: KPIT

On Site/ Off site: On Site & Off Site

Team Size: 12

Role Description

- Project Lifecycle Management of Data Annotation for ADAS technology domain
- Assisting and communicating with client, higher authorities throughout the project
- Requirement gathering, Pilot run to ensure ongoing project extension along with assurance of onboarding next level projects with the same client
- Candidate screening, Team building, Corporate training, Team performance monitoring/analysis and extending team at our small-town center
- Functional testing and R&D for application enhancement

EXTRA-CURRICULAR ACTIVITIES:

- Marathi Blogging
- Content / Poetry writing
- Script writing for street play under "Save Girl Child Campaign"
- Event Hosting and Anchoring
- Psychological study

CO-CURRICULAR ACHIEVEMENTS

- Certificate of Appreciation for Smart School Hackathon Evaluation (Graphics Section)
- Won 1st Prize in State Level Group Elocution Competition
- Won many awards in interschool Elocution Competitions
- Inter Institutional Geography Talent Search Examination (2nd Rank in School & 3rd Rank in Inter Institute Level)
Awarded certificate in MTS, RTS

Client: Ek- Step
On Site/ Off site: Off site
Team Size: 7

Role Description

- Handling Content Creation and Curation for First Generation Kid's education initiative
- Project Lifecycle Management with proficiency in English, Marathi, Hindi to create, curate and review content for educational portal
- Candidate screening, Team building, Corporate training, Team performance monitoring/analysis and extending team at our small-town center to work on CBSE, Tamil Nadu, Maharashtra Curriculum

Apart from above mentioned details, I have handled following projects under the same role.

CT Projects:

Hospitality Domain (Magar Hospitality: A well-known hospitality brand in Pune)
Educational Domain: Primary School

DT Project:

Human Assisted AI: For a reputed company in Geospatial Data Analytics and Management

IT Support Executive

- L1, L2 level support for SAP technology for Bajaj Auto
- SAP Security Management
- Incident Management for various issues
- L1, L2 level application support for SSM

Bright Careers Computer Institute (2014 – 2015)

Head of IT Department

- Counselling and Admission Process
- Conducting Programming training
- Conducting demo lectures and corporate training for other staff

EDUCATIONAL DETAILS

Academic	University/School	Duration	Score
BCA	Pune University	2011-2014	63.00%
HSC(Sci.)	Maharashtra Board	2010-2011	55.17%
SSC	MKSSS's MHS, Karvenagar, Pune	2008-2009	71.53%

DECLARATION

I hereby declare that above-mentioned information is correct to the best of my knowledge and belief.

Date:

Place:

Sign: Pranita J. Phadke