

# AVINASH MISTRY

DIGITAL MARKETING  
EXECUTIVE

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A adept digital marketer with self learning skill who increased the audience reach by promoting the IMUN 100.0 event to references for a global cause and achieved total reach of approximately 13000 people in a span of 2 weeks on social media channels like LinkedIn, Facebook, Instagram, Telegram, What's app and E-mails.

## PROFESSIONAL SKILL

Leadership      Creativity  
Negotiation      Communication  
Teamwork      Statistical Analysis  
Critical thinking      Public Speaking

## TECHNICAL SKILL

SEM/SEO  
Multitasking Skills  
Full project Life cycle  
Social media Management

## WORK EXPERIENCE

**Campus Ambassador For IMUN (Internship)**  
**International Model United Nation**

FEB 2022 - MARCH 2022

- Posting the content provided by the IMUN representative on daily basis on personal channel of social media.
- Composing effective content for mail promotion and sending it on regular intervals to individuals.
- Recruiting individuals who are willing to participate for making their voice count for a global cause.
- Providing guidance when needed for the participants belongs to the same group.
- Researching and writing on the current events and publishing on different social media channels.

## SALES EXPERIENCE

Unacademy  
Senior Business Development Executive

May 2021 - Sept 2021

- Guiding students who prepare for national level exams via calling using CRM application.
- Noting the key drawback of their method of approach and providing suitable language class(as per availability).
- Enabling them with vivid options of payment as per their preference and filling the funnel with a positive node.

- Visiting Apartment complex to promote the application which lets people order their groceries based on frequency and interval.
- Setting up of awareness campaign upon the approval of committee in the premises and making the interested prospects aware about the use of the application and converting them into customers.
- Following up with the prospects and lending the expertise for the know how of the application and providing with the details of the promo code and asking for referrals.

## EDUCATION

Post Graduation in Marketing  
Online Mode

May 2021 - June 2023

First year cleared with 67%

Bachelors in Engineering – Mechanical  
Secured First class

June 2008 - Aug 2014

## CERTIFICATE

Fundamentals of Digital Marketing - Google

<https://learndigital.withgoogle.com/link/1tb5mplmosg>

Certificate ID: FCH SDT KHD