**PRANIT KAMBLE**

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**OBJECTIVE:**

Marketing professional seeking dynamic role to drive growth through branding, social media, and analytics expertise.

**EXPERIENCE:**

* **Accenture |***Digital Asset Management Associate* *March 2022 – April 2023*
* Processed librarian services for GSK and responsible for MLR (Copy Approval) criteria and DAM (Digital Asset Management) requirements. Managed company's digital assets (images, videos, documents). Developed metadata taxonomy & tagging guidelines
* Interacted with client and met service level agreement while ensuring quality standards and compliance were achieved Coordinated with the client (GSK) for better user experience, desired outcome, and data validation.
* Developed metadata taxonomy & tagging guidelines
* Collaborated with cross-functional teams to organize & access assets. Trained new employees & conducted audits for compliance. Created/maintained documentation for DAM system & metadata tagging..
* Used software like adobe creative cloud, excel and veeva vault,
* **Savage and palmer private limited |***Marketing intern**January 2020 - march2020*
* Sourced, researched, and collected wide data about some of the biggest and brightest companies in the ecosystem Assisted in lead sourcing.
* **Stonks republic. |***Social media management June 2021 - Oct 2021*
* Assisted team in content creation and social media management using tools like Hootsuite, Buffer, and Sprout Social
* Conducted research on competitors and industry trends to inform content strategy using tools like Google Analytics
* Monitored and analyzed social media metrics to optimize content and engagement
* Assisted in developing and executing influencer partnerships to increase brand visibility
* Maintained content calendar and tracked deadlines to ensure timely delivery of social media content
* Regularly reported on social media performance and provided insights for improvement.

**EDUCATION**

**Sydenham college of commerce and economics**

Bachelor of management study (graduation) 8.49 CGPI

**Siddharth College Of Commerce And Economics**.

 Higher secondary board (12th exam) 72.15%

**Rosary High school**

SSC ( 10th exam 67.80%

Skills

Seo auditing| Keywords research| Email marketing| Ms excel| Social media management |Google analytics| Sem