

VIKRANT KHARAT

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DIGITAL MARKETER

VIKRANT-KHARAT



ABOUT ME

- A 2 Years experienced in marketing with real estate and LIC
- I am proficient at Marketing products and services using Digital marketing channels in order to reach out to the consumers.

EXPERIENCE

SOURCING MANAGER - INTERNSHIP

GODREJ PROPERTIES | 2023 (JUNE-SEPTEMBER)

- Identify cp (channel partner) and promote products to them.
- Maintain MIS and monitor walk-ins and deals from CPs.
- Get update from CPs on products and offerings.
- Ensuring product branding.
- Explore new avenues for CPs and wider markets.
- Conduct CP meetings on site during launch and during sustainment.
- Train CP on product specification.
- Capture walk-in data on weekends.
- Boosting post on social media

OPERATIONS MANAGER (REAL ESTATE AND LOAN)

KRYPTON RESEARCH AND MARKETING (REAL ESTATE & LOAN) | 2022MAY - 2022DEC

- Liaised between buyers and sellers to provide positive experiences for both parties.
- Developed and maintained relationships with clients through networking and cold calling.
- Represented buyers and sellers of developed and undeveloped properties.
- Created virtual tours of homes listed, providing potential buyers with additional exposure to properties.
- Developed and maintained lists of available properties suited to different needs and budgets for both personal and investment purposes.
- Managed contracts, negotiations and all aspects of sales to finalize purchases and exceed customer expectations.
- Reviewed market research data and changed sales plans accordingly.
- Created and implemented marketing plans to drive sales.
- We used to advertise and campaign the project on social media after planning the budget.
- Researched marketing trends to find prime advertising opportunities in real estate platform, boosting product info.
- Experience handling confidential and sensitive information.
- Developed a coaching strategy for sales representatives, leading to performance above the target
- Maintain and review performance data and reports.

ASSISTANT DEVELOPMENT OFFICER

LIC | 2018Dec - 2019Nov

- Making agent for LIC
- Used to plan BTL activities for marketing
- Give a demo to the client to understand about the product

SKILLS

- Creativity
- Adaptability
- Work ethic
- Decision making
- Problem solving
- Learning from others
- Good communication
- Leadership

TECHNICAL SKILLS

- Facebook marketing/campaign
- Instagram marketing
- SEO
- Content marketing
- Google ads
- Google analytics
- Keywords analyst
- Making creative banners
- Photo-editing (Photoshop & lightroom)
- Video-editing (Canva & Capcut)

HOBBIES

- Tips for social media influencers and content creators on how to boost their posts and get more views.
- Photography
- Film making/Videography
- Reading historic & poetry books
- Playing volleyball

LANGUAGE KNOWS

- English
- Hindi
- Marathi

ACADEMIC BACKGROUND

BHARAT COLLEGE OF ARTS AND COMM.

- Bachelor's Degree in COMMERCE
- 2016 – 2020

PANNA JR. COLLEGE

- HSC - 2014

SHRIKRISHNA KHAMKAR VIDYALAY

- SSC - 2012

EXTRA CURRICULARS

- Keeping updates of new methods marketing.
- Head photographer of college magazine.
- Attending psychology lectures or conferences, conducting independent research.

ACHIEVEMENT

- Customers also appreciated my tenure with Godrej.
- Awarded by halla photography contest.