

# MEET LAXMIKANT RAJGURU

PPC | CUSTOMER SERVICE |  
DIGITAL MARKETING | SEO | SEM

## CONTACT

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## SKILLS

Google Ads      Facebook Ads  
Sales      Market Research  
Microsoft Office      Team Work  
Leadership      Marketing funnel  
Customer Service

## EDUCATION

### Master of Marketing

#### University of Technology Sydney

Feb 2023 - Dec 2023

Buyer Behaviour | Digital Marketing |  
Marketing Channels | Data Analysis |  
Marketing Strategy | Marketing  
Communication |

**Advanced Certification in Digital  
Marketing Communication with  
specialization in Marketing Analytics**

### MICA | Upgrad

Jan 2022 - Nov 2022

Post graduate certification

### Bachelors of Business Administration (HONS)

#### Pandit Deendayal Energy University

June 2017 - May 2021

Marketing | Mass Communication

### International Baccalaureate Mahatma Gandhi International School

Economics | Business Management |  
English | French | Maths | ESS

## PROFILE

A digital marketer with a growing background in paid advertising, performance marketing, and consumer interaction. knowledgeable about brand representation and retail sales, and highly interested in using data-driven marketing techniques to maximize advertising efforts. Google Ads and Facebook Ads certified, with increasing proficiency in PPC, SEO, and conversion optimization. enthusiastic about leveraging digital marketing to boost brand awareness, propel business expansion, and produce quantifiable outcomes.

## WORK EXPERIENCE

### Retail Sales Specialist

Rebelsport Chatswood, Sydney, Australia

September 2023 - Present

- Contributed considerably to store revenue, generating over \$400,000 in total sales since I have worked.
- Sales & Performance: By using product suggestions and strategic upselling, and cross-selling I was able to meet and surpass daily sales goals.
- Product expertise: Keep up-to-date on sportswear, equipments, and footwear to give customers knowledgeable advice.
- Data & Insights: Monitor consumer preferences and sales patterns to gain knowledge that will help with stock management and product marketing
- One of the first employees at the new Rebel Chatswood Mall to sell 20+ items in a single day, setting a new benchmark for store sales.
- Acknowledged for providing exceptional product expertise and customer service.
- Gaining consistent training of all the departments in the mall including apparel, footwear, football, basketball, and fitness.
- Oversaw a complete makeover of the football and footwear shoe wall, enhancing product visibility, pricing accuracy, and layout.
- Featured on the Rebel Sports website

### Customer Service Representative | Admin Officer

iVacs Australia, Sydney Australia

March 2023 - August 2023

- Successfully answering questions, concerns, and requests from customers via phone, email, and in person. delivering timely information that addresses their problems.
- Handling standard office tasks such as data entry, filing, document organization, managing schedules, and scheduling meetings or appointments
- Successfully updating and maintaining the database that contains the company's consumer information.
- Identifying and elevating complicated issues to the proper department or supervisor, as well as finding solutions to client issues.
- Skilled in handling a wide range of customer inquiries, complaints, and requests with tact and diplomacy. Adept at maintaining a positive and empathetic approach, fostering strong rapport with customers to enhance their overall experience
- Managing priorities effectively and handling numerous jobs at once, additionally assisted the team to update their social media presence, and website content.

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## CERTIFICATIONS

- Google Ads Search Certification | March 2024
  - Facebook Meta Certification | March 2024
  - Learning PPC with Google Ads | LinkedIn 2023
  - Google Ads Workshop | Growth School Nov 2022
  - Google Analytics for Beginners | Google June 2022
  - Google Digital Garage Certificate | Google Skill- shop April 2022
  - Marketing in a Digital World | University of Illinois (Coursera) May 2020
  - Black Belt | Karate Shito-Ryu
  - BTEC in Creative Media Production | 2016
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## PROJECTS

- Business Capstone Project on Vodafone Australia: The two primary aims of this Project were to increase Brand Awareness and raise value-proposition through strategic customer acquisition and providing marketing strategies (May 2024).
- Poster Creation Business Project: On Vodafone NBN, presented in front of Vodafone representatives and received distinction (May 2024).
- Business Opportunities and Challenges in Online Grocery Business in India | Research Paper - Pandit Deendayal Energy University (Dec 2020 to May 2022)
- Blind Peoples Association | Interactive sessions with the children about the importance of personal hygiene and how to ensure a safe and healthy lifestyle (2019)
- Teaching English at a Municipal School in Dahod, Gujarat | To teach basic numbers, shapes, and sentences to underprivileged kids through interactive activities (Dec 2015)
- India Film Project | Successfully made a film in 50 hours and was one of the teams to make it to the top 50 teams.

## Digital Marketing Executive

Brandveda, Ahmedabad Gujarat

May 2022 - November 2022

- Successfully launched marketing campaigns on platforms like Google and Facebook in order to increase the traffic on the website and get a high engagement ratio. To ensure this, strong brainstorming and growth ideas were given by me.
- Conducted market research to find potential customers and increase brand awareness. With the help of tools like Spyfu and SEMrush, competitor analysis was performed to write an ad copy that fills the gap.
- Created social media posts with the help of Canva and optimized it with relevant keywords. A thorough keyword research was conducted to apply for the right description and extensions with Ahrefs and Google Keyword Planner.

## SEO Associate

Redefine Solutions, Gujarat India

June 2021 - October 2021

- Assisted managers to brainstorm ideas to redesign their current website and also wrote content calendar to maximize SEO. Did extensive keyword research using Ahref, SEMrush, and Google Keyword Planner to increase the attraction and ranking of the website pages Simultaneously worked on the content in order to increase the speed load time.
- Created a spreadsheet and helped the content writer give 5 main and general keywords for every page and blog. Inserted the H1 to H6 tags, meta tags, and meta description and performed an On-page SEO.
- Successfully completed keyword research for 2 projects.

## Marketing and Business Development Associate

Kaizen Institute, Gujarat India

June 2019 - July 2019

- Creating a database of prospective clients amongst the top 50 companies over different sectors and conducting market research.
- Potential leads were generated and a sales pitch was given.
- Worked with a CRM software - Active Campaign in order to update the results and for the seniors to further analyze it
- Converted 2 potential leads to paying customers

## Ahmedabad Smary City Internship

Ahmedabad Municipal Corporation  
(AMC)

December 2017 - January 2018

- Part of the cleanliness survey team to evaluate public sanitation for Ahmedabad's biggest flower show event.
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