






KETAN PATEL

Digital Marketing Manager
Graphics Designer

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SOFTWARE / SKILLS

MS-OFFICE	<div><div></div></div>
Asp.net C#	<div><div></div></div>
CorelDraw	<div><div></div></div>
Photoshop	<div><div></div></div>
Illustrator	<div><div></div></div>
WebDesign	<div><div></div></div>
DigitalMarketing	<div><div></div></div>
Video Editing	<div><div></div></div>
Photography	<div><div></div></div>
Presentation	<div><div></div></div>
MIS Preparation	<div><div></div></div>
Vendor Handling	<div><div></div></div>
Claims / Ops.	<div><div></div></div>

OBJECTIVE

Enthusiastic, creative graphic designer-cum-digital marketing executive-cum-IT coordinator with solid problem solving skills. Seeking to lower the workload of an organisation and higher the marketing on various media including digital platform through proven strengths in creativity, collaboration and taking criticism. Also excels at several tech tools.



TOTAL WORK EXPERIENCE 15+ YEARS



Sr. Graphics Designer
Social Media Manager
July-2018 to Sep-2019



Social Media Manager
Jun-16 to Jun-2018 (2 yrs.)



as an IT co-ordinator (6 yrs)
as a Non-Motor Claims Executive (4 yrs)



Sales Support Executive
for 1.6 years



Computer Operator Trainee
for 1 Year contract basis



EDUCATIONAL QUALIFICATION

2006	M.B.A. Maharashtra University. National Institute of Management
2001	P.G.D.I.T (Post Graduate Diploma in Information Technology) Manipal Academy of Higher Education Manipal (Deemed University)
1998	B.Sc. C.U.Shah Science College, Gujarat University



AWARD & EXTRA QUALIFICATION

2014	EXCELLENCE AWARD (Twice)
2011	for Best Performance in IT dept. - pan India winner of Bajaj Allianz General Insurance Company Ltd.
2007	Certificate in Principles & Practices of Insurance by Bajaj Allianz General Insurance co. Ltd.
2001	HDSE (Higher Diploma in Software Engineering) APTECH Computer Education (2 year course)
2000	MCSE [Microsoft Certified System Engineer]

As a Sr. Graphics Designer

- Designing of advertisements, brochures, magazines, Social Media Post banners and reports.
- Planning digital marketing campaigns, including web, SEO(outsourced team), Bulk email, social media & display advertising. (Hoarding, Radio, Newspaper etc)
- Done Photography and Videography in/out side of hospital (for events).
- Editing testimonial Videos of patients. (including pre and post photos)
- To coordinate with vendors/companies of various media-outdoor marketing (Radio / Newspaper / Hoarding / justdial / DailyHunt App / Magazines)
- To send BulkSMS, BulkWhatsApp online (for India/international clients) informing upcoming event/camp

As a Social Media Manager

- Managing Social Media day to day activities
- Creating the social media strategy
- Conveying ideas in clear and precise manner
- Creating and maintaining a social media editorial calendar and posting schedule
- Managing presence in social networking sites
- Building brand ambassador network
- To enhance brand awareness within the digital space as well as driving website traffic and acquiring leads/customers/patients.
- Monitoring the activities of main competitors in social media
- Managing & Executing social media campaign on budget
- Posting/commenting on relevant blogs
- Analysing & evaluating the social media program & campaigns
- To measure and prepare report on the performance of all digital marketing campaigns.



Ahmedabad

As an IT coordinator June 2010 to April 2016

- Reducing calls in IT helpdesk & ITC Involvement
- Providing required support for all concerned locations / of BAGIC (7 branches) & BALIC (7 br.) as per requirement.
- Developing and maintaining Applications as per company requirement as and when needed.
- Maintaining of proper balance of internal customer service with due respect to IT policy.
- Collecting of Inventory in the standard format and providing required information time to time / as per demand
- Analyzing Incidents and identifying root cause
- Implementing & maintaining compliance as per H.O. guidelines from HO.
- Training to be scheduled for all New releases of all applications.
- Generating MIS reports on behalf of Branch head.(97 locations)

As a Non-Motor Claims Executive March 2006 to June 2010

- Claim Registration for All Products & Appoint Surveyor.
- Handling and processing of claims in accordance to given standards and procedures
- Follow up with Customers, Agents and Surveyors for Document.
- Checking Documents, Reports, Scrutinizing files and sending for approval in system.
- Post Settlement of Claims – File maintenance
- All non-motor claims Query Handling
- Responsible for processing either motor or property and casualty claims
- Assist in the assessment, adjustment of claims, negotiation and settlement of claims
- Assist in estimating the extent of a party's liability when the size of the insurance payment is in dispute
- Maintain up-to-date claims data for reporting, MIS of Various claim related reports and Analysis like ClaimRatio for Various Products, different Agents, Brokers, No. of Outstanding Claims-Agewise analysis, FollowUp Claim List