



# FAIZAN KAYSINGWALA

## EDUCATIONAL QUALIFICATIONS

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### Post-Graduation - DSIMS

Durgadevi Saraf Institute of Management Studies

PGDM 1<sup>st</sup> Year (2021) - 7.57 CGPA

Specialization - Marketing

### Graduation - University of Mumbai

Rizvi College of Hotel Management

BSc in Hospitality studies (2020) - 7.91 CGPA

Specialization - Marketing & Front office

### Higher Secondary School Certificate - Maharashtra board

Durgadevi Saraf Junior College

H.S.C. (2017) - 71.54%

### Secondary School Certificate - Maharashtra Board

St. Blaise High School

S.S.C. (2015) - 75.60%

## INDUSTRIAL EXPOSURE

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### Ocupetal digital marketing agency

26<sup>th</sup> May 2021 - 25<sup>th</sup> July 2021

Work as digital and social media intern

Project topic: Outreach marketing activities for a digital marketing agency

### St. Regis Mumbai

14<sup>th</sup> May 2018 - 30<sup>th</sup> September 2018

Worked for core & management departments of the hotel

## CERTIFICATIONS & PROJECTS

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### Certifications:

- ForeVision- Business analytics Advance Excel (2021)
- Microsoft advertising certified professional (2021)
- Indian council for technical and research development- Premiership in business management (2021)
- Indian council for technical and research development- Digital marketing (2021)
- IIM Bangalore- Customer Relationship Management (2020)
- UDEMY- The complete advance digital marketing (2020)

### Live project:

- LaughGuru- YouTube Ad strategy content for digital marketing (2021)

## CAREER OBJECTIVE

Seeking an opportunity in the field of product management and brand management for developing a thorough understanding about the strategic initiative towards the brand equity.

## PROFILE SUMMARY

A management professional with interest in area of brand management and also had an experience in area of digital marketing.

## DATE OF BIRTH

16<sup>th</sup> October 1999

## CONTACT



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## ADDRESS

B-wing, Flat no:402, Happy Home CHS, Vaishali Nagar, Jogeshwari west, Mumbai-400 102.

## KEY SKILLS

Social media  
Pay-per-click and social media  
advertising  
MS-Office  
Story telling

## HOBBIES

Reading books and magazine  
Watching videos of new car  
launches  
Exploring new places  
Learning new skills

## WORK EXPERIENCE

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### **JIBZ INDIA SYSTEM PVT LTD, Mumbai**

(1<sup>st</sup> Oct 2020 - 30<sup>th</sup> Apr 2021)

Designation: Digital Marketing Executive

Roles & Responsibilities

- Creation of website through shopify and G-suite
- Post content and video creation
- Handling Facebook, Instagram and WhatsApp business
- Optimize online adverts through Google-Ad words and Facebook
- Actively involved in SEO efforts (keyword, image optimization)

### **Jannat Homes, Mumbai**

(03<sup>rd</sup> Jan 2020 - 26<sup>th</sup> Sept 2020)

Designation: Digital Marketing Executive

Roles & Responsibilities

- Handling Facebook & Instagram business account
- Post creation and video editing of properties and new projects
- Handling the YouTube channel
- Acquire insight in online marketing trends and keep strategies up-to-date

## EXTRA CIRRICULAR ACTIVITIES

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- Class Representative in FY-PGDM & SY-PGDM
- Course Coordinator of subject HRM

## ACHIEVEMENTS

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- Winner in the college finance department competition "Guess The Logo"
- Winner inter college cultural fest in the competition "Mai Khiladi Tu Anari"