



AMIT KUMAR KHARE

DIGITAL MARKETEEER, ENTREPRENEUR, DESIGNER & DEVELOPER

ABOUT ME

I am a very passionate person who finds his interest in coding, designing and working to the heart's content. With a deep hunger for learning, I have acquired skills in my journey so far and do so on regular basis.

My hard work and passion defines me and my work represents myself. Transiting from a defence personnel to a civilian life, learning has played the biggest hand for what I am today.

A big time movie lover and painting enthusiast, I find joy in small things that life has to offer.

SKILLS

| | |
|---------------|--|
| React Native | <div style="width: 80%;"><div style="background-color: red; width: 100%;"></div></div> |
| React JS | <div style="width: 75%;"><div style="background-color: red; width: 100%;"></div></div> |
| Laravel | <div style="width: 90%;"><div style="background-color: red; width: 100%;"></div></div> |
| PHP | <div style="width: 60%;"><div style="background-color: red; width: 100%;"></div></div> |
| Wordpress | <div style="width: 95%;"><div style="background-color: red; width: 100%;"></div></div> |
| Bootstrap | <div style="width: 98%;"><div style="background-color: red; width: 100%;"></div></div> |
| Photoshop | <div style="width: 98%;"><div style="background-color: red; width: 100%;"></div></div> |
| Illustrator | <div style="width: 98%;"><div style="background-color: red; width: 100%;"></div></div> |
| Corel Draw | <div style="width: 70%;"><div style="background-color: red; width: 100%;"></div></div> |
| After Effects | <div style="width: 65%;"><div style="background-color: red; width: 100%;"></div></div> |
| Premiere | <div style="width: 75%;"><div style="background-color: red; width: 100%;"></div></div> |
| SEO / SMM | <div style="width: 85%;"><div style="background-color: red; width: 100%;"></div></div> |

CONTACT

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Skype: amit.khare588



EXPERIENCES

YOCREATIV CO FOUNDER

2017 - 2020

Acquired and served multitude of clientele from various sectors.

Development and delivery of marketing communication with plans and budgets in line with goals.

Strategise, SEO and social media marketing across multiple platforms.

Monitoring and analysing brands and their competitors for sales and marketing perspective.

Designed effective advertising and promotional strategies, including product education programs.

Business development and sales conversion with complete technical understanding of projects.

Additional responsibility of developing high end websites in languages - ReactJS, PHP, Laravel,

Wordpress among others.

Additional responsibility of designing graphics & videos collaterals for marketing.

Additional responsibility of developing our own products - www.studyspectrum.com,

www.indiaenigma.com, www.ourbighomes.com along with client handling.

STUDYSPECTRUM CO FOUNDER

2014 - 2017

Developed the complete concept of a TV Channel dedicated only to Education.

Managing the entire project including development of programs for telecast on TV.

Designing the website and its content management to support the TV Channel.

Writing and creating content, all round marketing of content across different digital channels.

Analysis of the entire curriculum and planning to telecast as per channel allocation.

Marketing the channel in Mumbai and promoting it across Cable operators.

THOMAS COOK (INDIA) LTD.

Aug '11- Feb '14

SR. MANAGER FRANCHISE & CHANNEL DEVELOPMENT - EAST

Achieved the distribution network with an addition of more than 300 channel partners.

Expanded the brand presence through addition of 6 franchises in less than an year.

Plan and conduct channel partner meets with top performing 150 channel partners.

Developed & implemented sales strategies to achieve sales of INR 40 crores.

Pitching Thomas cook India products & services for the existing and new trade partners.

INDIAN AIR FORCE

Dec '00 - Sep '08

AIR DEFENCE SYSTEM OPERATOR

Proven dexterity in ground control & supervision of air ops in north & west sectors.

Worked on 8 different radar systems, 02 missile systems, base operations and much more.

Assist in guidance of MIG-21s and Sukhoi in grave emergencies and ensured safe landing.

Executed mission-critical undertakings of tracking hostile aircraft during 'Operation Parakram'.

Actively participated in numerous exercises with the BSF, Coast Guard and The Indian Army.

Executed Surya Kiran squadron air shows and displays along with routine base fighter flying.

Trained in 02 surface to air missile and Asia's biggest Guerrilla Warfare Training Institute, CIJWTS.



EDUCATION

IIM LUCKNOW

PGDM - MARKETING

2009 -11

INSTITUTION OF ENGG.

AMIE

2003 - 07

AISSCE

SCIENCE

2000

AISSE

SCIENCE

1998