



# Mahesh Mangaonkar

E-Commerce Specialist

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 Helsinki 00630

## CAREER OBJECTIVE

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E-commerce freelancer with expertise in SEO, e-commerce marketing, email marketing, Figma, online customer behavior, image and design tools, and digital advertising seeking challenging projects to leverage my skills and contribute to the success of clients.

## EXPERIENCE

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### E-COMMERCE FREELANCER, Helsinki

Mahesh S&C Oy, January 2023–Present

- Developed and implemented comprehensive SEO strategies, resulting in a 40% increase in organic traffic and a 20% improvement in keyword rankings.
- Managed and optimized pay-per-click (PPC) campaigns, achieving a 15% increase in conversion rates and a 30% reduction in cost per acquisition (CPA).
- Created engaging email marketing campaigns, resulting in a 25% increase in open rates and a 15% boost in click-through rates.
- Utilized Figma and other design tools to create visually appealing website designs and landing pages, improving user experience and driving conversion rates.
- Conducted in-depth research on target audience and online customer behavior, leading to the development of highly targeted marketing campaigns that increased sales by 30%.
- Implemented conversion rate optimization techniques, resulting in a 25% increase in website conversions and a 20% improvement in average order value.
- Created and managed social media advertising campaigns, resulting in a 40% increase in social media followers and a 50% growth in social media-driven revenue.
- Conducted A/B testing on email campaigns and implemented data-driven optimizations, resulting in a 20% increase in email click-through rates.

## EDUCATION

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### BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS, Helsinki

HAMK International Business School, December 2023

GPA 4.2

## Relevant Coursework

Basic Business Competences

Discovering Global Markets

Operating In Business Environment

Innovating And Entrepreneurial Thinking

Applied Research Methods

Doing Business In China

Developing Future Management Skills

Implementing Marketing Dynamics

Human Resource Management

## Extracurricular Activities

Squash Professional

Crossfit Coach

Swimming

Travel

Content Writing/Blogging

## Awards & Honors

Student-Athlete Of The Year (High-School)

Asian Games Gold & Bronze Medalist (2014/2018)

## SKILLS

Search Engine Optimisation

E-Commerce Marketing

Email Marketing

Figma

Online Customer Behaviour Analysis

Image And Design Tools

Digital Advertising

Conversion Rate Optimisation

MS Office

Website Automations

## CERTIFICATIONS

- Driving License (2034)
- EU Work Permit

## LANGUAGES

- **English**

Native

High-School

- **Hindi**

Native

National Language

- **Finnish**

Conversational

Arffman School of Language

## **REFERENCES**

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References available upon request

## **AWARDS**

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- Asian Games Gold & Bronze Medalist

## **PUBLICATIONS**

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- <https://www.psaworldtour.com/view-player/player/mahesh-mangaonkar/>
- [https://en.wikipedia.org/wiki/Mahesh\\_Mangaonkar](https://en.wikipedia.org/wiki/Mahesh_Mangaonkar)
- <https://www.helsinkisquashtraining.com>
- <https://g.co/kgs/yVGtRF>