

PARTHIV SHAH

BUSINESS OWNER - TECHNOWEB4U



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PROFILE

TechnoWeb is a premium design agency that focuses on quality, innovation, & speed. We utilized technology to bring results to grow our clients businesses. We pride ourselves in great work ethic, integrity, and end-results. Throughout the 7 years of experience TechnoWeb has been able to create stunning, award winning designs in multiple verticals while allowing our clients to obtain an overall better web presence.

EXPERIENCE

Owner of Technoweb4u

- Conducting Expert lecture session at S.B. POLYTECHNIC, SAVLI
- Jury member at SSIP committee meeting at ITM universe- Work initiated by GIC, GTU - Vadodara region
- Expert reviewer on Logo Design Scrutiny at DIC - GTU Chandkheda Campus Conducting Training/Expert sessions at Parul University.
- Jury member for Student Start-up and Innovation Cell (SSIP Cell) and Intellectual Property & Research Cell (IPR Cell) - CHARUSAT STARTUP AND INNOVATION CENTRE
- Managed over 20 employee and over 40 vendor relationships & partner
- Boosted website traffic by 100% by creating an integrated social media strategy.
- Targeted both offline and online consumers by designing multi-pronged and comprehensive marketing strategy.
- Boosted conversion rates by 50% through innovative customer relationship building and landing page optimization.
- Created effective messaging using language, graphics and marketing collateral.
- Led account management, strategy, targeting and campaign development for our clients
- Directed a successful search engine marketing campaign that utilized solid linking, technical and keyword research tactics
- Worked closely with clients to identify their needs and challenges and provide solution-oriented campaign themes.

EDUCATION

Bachelor of Engineering
Veer Narmad South Gujarat
University

PGDCA

The Maharaja Sayajirao
University

Relevant Coursework:

Social Media Marketing,
Project Management,
Operations Management,
Employment Law,
International Business
Management,
Information Systems.

LANGUAGE

- English
- Gujarati
- Hindi

MEMBERSHIPS

- Business Network International (BNI)
- Vaishnav Business Network (VBN)