

## RESUME

### Personal Information

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### Professional Summary

Founder-style operator with a proven record of building businesses, leading digital growth, and managing large-scale operations across maritime, content, and tech sectors. With deep expertise in social media, product strategy, and recruitment platforms, I blend industry experience with entrepreneurial execution to drive tangible business results. Now looking to join a visionary company's core team or management to contribute my cross-domain experience into one focused mission.

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### Core Competencies

- Social Media Growth Strategies
  - Marketing and Digital Advertising
  - Content Creation and Copywriting
  - Team Leadership and Management
  - Market Analysis and Business Strategy
  - Emergency Handling and Crisis Management
  - Strategic Vision and Results Orientation
  - Lifelong Learning and Adaptability
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### Professional Experience

#### Second Officer, MV TINA, Iran to Russia, Merchant Navy [2023 to 2024]

- Responsible for comprehensive passage planning, including Electronic Chart Display and Information System (ECDIS), AIS, RADAR, SART, EPIRB, and satellite communications.
- Managed crew operations, emergency protocols, firefighting drills, and equipment handling (MH, HF, VHF, Sat-C, F-77).
- Oversaw loading, discharging cargo, and ship handling in rough weather conditions.
- Directed team operations under high-pressure scenarios with a focus on safety and efficiency.

- Earned over 20 certifications, demonstrating technical expertise and commitment to professional development.

**Trainee Deck Cadet, MV AL SALMY 6, Dubai to World Wide, Merchant Navy**  
[2018 to 2019]

- I possess comprehensive experience in ship operations, including ship maintenance, manoeuvring, and ensuring vessel stability through proper load distribution and ballast management. I am skilled in taking soundings of tanks to monitor fuel levels and ensure operational efficiency. With hands-on expertise in bridge equipment such as ECDIS, AIS, RADAR, and SART, I ensure safe navigation and compliance with maritime safety standards. My experience extends to mooring operations, cargo loading and discharging, and anchor handling, where I effectively manage operations to ensure safety and operational success under various conditions.
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**Founder, AKDRON (Social Media, Software and Marketing Agency)**  
[2023]

- Developed and implemented customized growth strategies for businesses.
- Offered services including web development, branding, and audience engagement.
- Enhanced client ROI through targeted campaigns and innovative solutions.

**Founder, StickyShala (e-commerce store, Discontinued)**

- *Business Overview:* A business that sold custom-designed stickers for mobiles, water bottles, and laptops. Although the profit margins were good, the business required a significant amount of time for relatively small returns, leading to its eventual discontinuation.

**Founder, MumbaDevi Industries (Transport and Building Material Supplier)**

- *Business Overview:* A company providing building materials in Navi Mumbai through a dumper truck service. The business is managed by a relative, ensuring smooth operations and timely delivery of materials to construction sites.
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**Content Creator and Social Media Strategist**  
**ved\_puran (200K followers)**

- Grew account from 0 to 35K followers in 11 months and to 180K in the subsequent 3 months.
- Conducted experiments in audience engagement, marketing techniques, and ad creation.
- Monetized content through PDF sales, generating significant revenue.

### **Be.Shivaay (300K followers)**

- Acquired the page for strategic growth and delegated content creation to a dedicated team.

### **SeaJobOfficial (22K followers)**

- Focused on a niche audience of Indian seafarers, achieving rapid growth from 0 to 10K followers within two months after initial audience analysis.
- Converted these audience into my customer for *2nd Mate FG* book.

### **ved\_puran\_hindi (10K followers)**

- Developed a secondary account to target non-English speaking audiences.
- A Backup page for @ved\_puran.

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## **Online Webinar Course: Social Media Growth for Business Owners**

- *Course overview:* Developed and delivered a comprehensive online webinar course designed to teach business owners how to effectively grow their business on social media. The course covered both basic and advanced strategies, including:
  - Profile setup and optimization
  - Crafting engaging bios and posts
  - Creating impactful reels
  - Developing hooks, value, and CTAs
  - Digital ad creation and copywriting
  - Identifying and targeting the right audience
  - Deep understanding of Instagram Algorithms

### **Key Learnings from Social Media Pages:**

- Mastered algorithms, engagement strategies, and monetization techniques.
- Built a network of connections with accounts totalling over 15 million followers.
- Developed expertise in niche audience analysis and market-specific strategies.

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## **Construction Project Manager of family business, Mumbai [2017 to 2018]**

- Successfully managed a construction site with 8-10 personnel, completing the project within 6 months.
  - Coordinated resources, ensured compliance, and maintained quality standards.
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#### **Dairy Farm Strategist, family business, Uttar Pradesh [2021]**

- Assisted in establishing a dairy farm with an initial investment of ₹70L.
  - Focused on pricing, fraud prevention, and market creation.
  - Ensured cost efficiency and operational effectiveness.
  - Created additional source of revenue in dairy products.
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#### **Author, Self Publications**

- *2nd Mate FG*: A comprehensive guide for deck cadets covering oral exams, job interviews, and onboard study material.
  - *Secret Ways to Teach Your Toddler How to Write*: A step-by-step workbook for toddlers to learn alphabet writing.
  - *Instagram Secrets* (In Progress): A detailed guide on leveraging Instagram for growth, marketing, and customer engagement.
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#### **Education and Certifications**

- B.Sc Nautical Science  
Chennai • Graduated in 2017 with 83%
  - 12th Standard  
Mumbai • Completed in 2014 with 59%
  - 10th Standard  
Mumbai • Completed in 2012 with 72%
  - Over 20 maritime certifications, including [Notable Examples: GMDSS, Fire Fighting, ECDIS, AIS, Radar Handling]
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#### **Mindset and Philosophy**

- Strategic Visionary: Skilled in identifying gaps and implementing effective solutions across diverse domains.
- Results-Oriented: Demonstrated success in achieving measurable outcomes, such as follower growth, project completions, and revenue generation.

- Lifelong Learner: Committed to continuous improvement through extensive reading and knowledge application.
  - Leadership & Resilience: Proven ability to lead teams under pressure, manage crises, and maintain composure in high-stakes environments.
  - Books are the main source of knowledge it saves time, money and energy on trial and error experiments.
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## **Continuous Learning & Professional Development**

### **Why I read books? Passion for Knowledge:**

Books are the best source of knowledge. Experts spend decades of time and significant resources on experiments and research related to sales, marketing, branding, and business growth. Instead of investing years and money on these experiments ourselves, we can simply read the results of their work in books. This saves time, money, and energy, making it an efficient way to learn. Additionally, if someone is truly passionate about marketing or business development, they will read books in these areas. If they are not reading, they are not truly interested or dedicated to learning and growing in the field. One good book can push my years ahead in learning, offering insights that would otherwise take a long time to discover through trial and error.

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### **Ongoing Project: Seafarer CV Sender Platform ([www.seajobofficial.com](http://www.seajobofficial.com))**

2025

- Developing a platform that simplifies the job application process for seafarers by connecting them directly to over 500 marine shipping companies in India. Through [www.seajobofficial.com](http://www.seajobofficial.com), seafarers can upload their resumes, and with a small fee, their details are automatically sent to all the companies on our database.

#### **This solution addresses few main issues:**

- Bypass unnecessary agent fees, which is \$5000 to \$10,000
- Apply directly to more than 5000 companies.
- Many qualified candidates fail to reach the right marine shipping company for available vacancies. Our platform increases the chances of candidates reaching the right companies by simplifying the process.
- Shipping companies often struggle to find the right candidates. With SeajobOfficial, they receive targeted applications, directly connecting them to a qualified talent pool.
- Our vision is to expand the database and replicate this process for companies worldwide.

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### **Additional Skills**

- Advanced knowledge of maritime communication and navigation systems.
- Proficient in digital marketing tools and content management systems.
- Basic knowledge of programming languages: HTML, CSS, JavaScript, Python.
- Expertise in creating and implementing business growth strategies, both online and offline.
- Strong ability to identify market gaps and introduce innovative solutions for revenue generation.
- Skilled in customer experience enhancement and retention strategies.
- Adept at optimizing cost efficiency and streamlining operations.

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### **Disclaimer:**

While I've built and managed multiple ventures, I'm looking to go all-in on one focused mission where I can bring my founder-style execution, vision, and results into a team. Not driven by salary — driven by scale, vision, and impact.

Awanish Chauhan