

Professional Summary

Expert digital marketer with 3+ years of experience in developing and executing successful marketing campaigns across multiple channels on social media. Proven track record of increasing website traffic and conversions through SEO/SEM, social media, email marketing, and content strategy. Successfully grew social media following through strategic content creation and community engagement. Expert Digital Marketing Specialist with proven record of exceeding marketing objectives by developing high-performing, multifaceted digital marketing plans. Passionate about connecting with target audiences and driving consistent growth. Insight-driven and adaptable to changing market conditions.

Skills

- Email marketing campaigns
- Web analytics
- SEO
- Graphic design
- Digital marketing
- Project management
- Social media tools
- SEM trend knowledge
- Keyword optimization
- Ad development
- Facebook expertise
- Google Ads
- Client communication
- Facebook/Instagram Boosting and Ads

Work History

DIGITAL MARKETING ASSOCIATE, 11/2021 - Current

Online Productivity Solutions Pvt. Ltd., Verna

- On-Page SEO, Off-Page SEO, Meta tags optimisation, Keyword Optimisation, Social Media Marketing (Platforms: Facebook, Twitter, LinkedIn, Pinterest, Instagram), Social Media Boosting, Facebook/Insta Ads. using Meta Ads Manager, Google Ads or Paid Ads.
- Create and design Social Media graphics using Canva tool.
- Handling Google My Business, Google Analytics, Google Tag Manager, Google Data Studio, Google Search Console.
- Email marketing using Mailchimp tool.
- Handling WordPress Website Development (Elementor & Wp-Bakery).

SOCIAL MEDIA - FREELANCING, 01/2023 - 04/2023

Car & Bike Rental Service, Goa, India

Set clear goals for your social media marketing efforts. Create a consistent brand presence across the Facebook and Instagram profiles. Share engaging and high-quality content to capture the attention of the target audience. Use relevant hashtags strategically to increase reach and discoverability. Maintain a consistent posting schedule to stay active and engage with the audience. Handle Google My Business profile for the client.

DIGITAL MARKETING INTERN, 02/2021 - 10/2021

Team Inertia Technologies, Panjim, India

- Independently created the websites from scratch using WordPress(Elementor & Wp-Bakery) plugins and updated the existing websites along with all the SEO Techniques(On Page & Off Page), used WEBCEO tools to track the Onpage SEO errors of the website.
- Learnt Facebook and Instagram Ads.

- Canva Social Media poster designing.

DIGITAL MARKETING FREELANCER, 10/2020 - 12/2020

Graphic Bunnies

- I was responsible for handling Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Backlink creation and keyword analysis for the clients data.
- Handling Google My Business, Google Analytics, Google Tag Manager, Google Data Studio, Google Search Console for client websites.

UI/UX DESIGNING FREELANCER, 08/2020 - 09/2020

Wirmon

- Designing user interface templates using Adobe XD Software for the android application.

FREELANCE SEO CONSULTANT, 04/2020 - 05/2020

CouponGod

Handled SEO (On-Page and Off-Page), and Social media platforms for the client project.

DIGITAL MARKETING FREELANCER, 04/2020 - 05/2020

What After College, Margao

- Improved SERP, SEO ranking of the website using WordPress plugins.
- Worked on the WordPress content edits of the website.
- Link building, Off-Page SEO, Quora updates of the project.

DIGITAL MARKETING INTERN, 01/2017 - 04/2017

Imagine Works, Margao

- I was introduced to hands-on working as a digital marketer and WordPress Web Development using Elementor Plugin.
- I learnt SEO, email marketing, graphic designing using gimp, Canva.
- Created graphics and captions for the social media posts.

Education

MCA: Computer Science

Goa University - Goa, 06/2021

B.Sc: Computer Science

Parvatibai Chowgule College Of Arts And Science - Goa, 07/2018

Accomplishments

Certifications:

1. Become a Digital Marketing Specialist (LinkedIn Course).
2. SEO, Content Marketing, Social Media Marketing, and Email Marketing (Hubspot).
3. Advanced Google Analytics, Tag Manager, Search Console, and Google Ads Courses.
4. The Project Management Course: Beginner to Project Manager (UDEMY).