

AAYUSH JAIN

Digital Marketing Executive

About Me

Digital Marketing Executive with 10 months of experience, including a successful internship. Proven expertise in developing and implementing comprehensive digital strategies, managing social media campaigns, executing SEO initiatives, and optimizing paid advertising. Skilled in email marketing automation and data-driven decision-making.



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<http://www.github.com/jainaa-yush1008>



Pune, Maharashtra

Language

- English
- Hindi
- Marathi

Expertise

- SEO (Search Engine Optimization)
- SMM (Social Media Marketing)
- Google Analytics
- Google Search Console
- Google Ads
- Google Tag Manager
- HTML , CSS , JS , Bootstrap, jQuery
- Website Development
- Website Designing
- Email Marketing
- Canva
- Wix
- Wordpress
- Graphics Designing
- Mailchimp
- Email Marketing

Experience

Digital Marketing Executive Vinfro IT Solution Pvt Ltd , Pune.

08/2023 - Present

- Devised comprehensive digital marketing strategies aligned with company goals.
- Conducted market research and competitor analysis for strategic insights.
- Created engaging content calendars and collaborated with the creative team.
- Implemented on-page and off-page SEO strategies.
- Collaborated with content creators for SEO-friendly content and blog posts.
- Used tools like Google Analytics for tracking website traffic and user behavior.
- Prepared regular reports with insights and recommendations for improvement.
- Collaborated with the sales team to align marketing efforts with lead conversion goals.
- Worked closely with cross-functional teams including sales, design, and development.
- Conducted regular team meetings and presentations to share insights and progress.

Digital Marketing Intern InternBug

10/2021 - 02/2022

- Created engaging and relevant content for blog posts, social media, and email marketing. Assisted in implementing on-page and off-page SEO strategies to improve website visibility.
- Utilized tools like Google Analytics to track website traffic and user behavior.

Education

JAIN Deemed-to-be-University, Bangalore

Master Of Computer Application (MCA)

2022 - Present

9.20 CGPA

G H Rasoni Institute Of Business Management , Jalgaon

Bachelor Of Computer Application (BCA)

2019 - 2022

91.82%

Dr. P R Ghogrey Science College, Dhule

HSC Science - IT

2018 - 2019

48.60%

H S Borse Highschool

SSC

2016 - 2017

77.40%