

# JYOTSNA PACHAVANE | Digital Marketer

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## PROFESSIONAL SUMMARY

I am driven to excel in the field of **digital marketing** and seek a challenging role with a forward-thinking company. My goal is to contribute my expertise, continuously expand my knowledge, and become a recognized authority in digital marketing. I am eager to thrive in a dynamic environment that fosters both personal and professional growth, positioning me to achieve my ambitious career objectives.

## WORK EXPERIENCE

### Sejal Exports India

Social media Executive

Mumbai, Maharashtra (On-site)

*Nov 2023 - Present*

- Managed the company website, including redesigning the website's appearance and resolving unresponsive buttons and pages to improve user experience.
- Implemented and optimized Facebook and Google ads campaigns to increase brand visibility and drive traffic to the company's website.
- Conducted SEO activities to enhance the company's online presence and improve search engine rankings.
- Generated sales leads from global markets through targeted marketing efforts, resulting in an expanded customer base and increased sales opportunities.
- Produced engaging videos and photography content for digital marketing purposes, effectively promoting the company's products and services across various social media platforms.
- Administered and maintained social media channels, ensuring consistent branding and engaging content to foster audience engagement and growth.

### ANZEN Technologies Pvt. Ltd

Digital Marketing and Graphic Designer Intern

Navi Mumbai, Maharashtra (On-site)

*April 2023 - Sep 2023- 7 mos*

- Developed engaging graphic designs and integrated them into social media posts for Anzen Technologies.
- Recommended strategies to maintain and improve Google ranking, contributing to SEO efforts.
- Managed SEO organically and worked on influencing search engine rankings.
- Designed eye-catching content using tools like Canva for posts and presentations.
- Transformed ideas into visually appealing graphics and materials.
- Illustrated Anzen's brand identity through creative design work.

### Century 21

Digital Marketing

Navi Mumbai, Maharashtra (On-site)

*Feb 2023 - March 2023 - 2 mos*

- Managed and integrated social media channels, including Instagram, LinkedIn, and Facebook for Century 21.
- Developed and executed lead generation campaigns on Google Ads.
- Recommended strategies to improve website performance and user experience.
- Accelerated efforts to enhance the online presence of Century 21 during my brief tenure.

### HERE Technology

Geographer

Navi Mumbai, Maharashtra (On-site)

*Sep 2021 - March 2022 - 7 mos*

- Integrated data collection using GTC tool to gather road signs, enhancing data organization.
- Developed data management and analysis skills at HERE Technologies, ensuring efficient sign data processing.

## Abhinava Enterprises

Retail Sales Executive

Navi Mumbai, Maharashtra (On-site)

May 2018 - March 2020 - 2 yrs

- Managed comprehensive security assessments encompassing Android, iOS, web, API, network, thick client, red teaming, and cloud environments.
- Proficient in identifying vulnerabilities and implementing effective mitigation strategies to enhance overall security posture.

## EDUCATION

### Imarticus Learning Pvt. Ltd

Post Graduate (PG) In Digital Marketing

Thane, Navi Mumbai, Maharashtra

May 2022 - Nov 2022

### University of Mumbai (MU)

Bachelors in Management, Marketing

Airoli, Navi Mumbai, Maharashtra

2017 - 2018

## CAPSTONE PROJECTS

### A Study on Banker's Lab.

- Analyzing and suggesting ways to Improve the Website performance of Banker's Lab.
- Analyzing and suggesting ways to improve Twitter Marketing for Banker's Lab.

### A Study on The Machan

- Analyzing & suggesting best SEO practices for the Machan's website in order to appear on the first page of SERP.
- Driving Sales leads through social media and Increasing weekly review.

### Media Planning for Lenskart

- Allocating budget of 3 Crore for October-March.
- Target group analysis and keyword Research & Planning.
- Identifying Media channels and allocating the budget to each channel.
- Finding the estimates of the budget allocated to media channels and activities.

## CERTIFICATIONS & TRAINING:

- Google Ads Certifications
- Google Ads Search Certification
- Google Ads Video Certification
- Google Analytics Individual Qualification
- Google Cloud Certified Professional Cloud Architect
- Google Analytics 4 (GA4) Essential Training
- MS-CIT (MKCL Institution in 2013)
- Tally ERP 9 (MKCL Institution 2015)
- Marathi Typing in typewriter
- English Typing with 30 words per minute (WPM)
- BFSI-BDE course certificate
- Advance Excel