

# Mahesh Panidem

📍 Guntur, Andhra Pradesh    ✉ maheshpanidem69@gmail.com    ☎ +91 83090 63079    in panidemmahesh

## Career Objective

Passionate digital marketer focused on building impactful brand experiences through social media and search engine strategies. Skilled in campaign setup, audience targeting, content planning, and performance analysis. Eager to contribute to a results-driven team while growing in paid media and digital engagement.

## Skills

- HTML, CSS, Basics in JavaScript
- Social Media Marketing (Facebook, Instagram)
- Campaign Management and Optimization
- Audience Targeting, Content Creation, and Scheduling
- Performance Tracking (Meta Ads Manager)
- Tools: Meta Business Suite, Canva, Excel, WordPress basics
- Creative Ad Strategy

## Education

**BA**    **Acharya Nagarjuna University**, BA in Political Science with 75 Percentage    July 2019 – July 2022

## Experience

<b>DadtheAd Digital Marketing Agency</b> , Wordpress Developer	Guntur, Andhra Pradesh May 2025 – June 2025
<ul style="list-style-type: none"><li>• Developed and customized WordPress websites using themes and plugins to meet client layout and functionality requirements.</li><li>• Managed content updates, page creation, and basic troubleshooting through Word-Press admin panel and Elementor.</li><li>• Performed on-page SEO tasks such as meta tag setup, URL optimization, and im-age alt-text configuration to improve website visibility.</li><li>• Integrated plugins for forms, social sharing, and speed boost.</li><li>• Ensured mobile responsiveness and cross-browser compatibility.</li></ul>	
<b>DadtheAd Digital Marketing Agency</b> , Social Media Marketing Executive	Guntur, Andhra Pradesh Dec 2024 – April 2025
<ul style="list-style-type: none"><li>• Managed and scheduled posts on Instagram and Facebook via Meta Business Suite</li><li>• Researched competitors, trends, and hashtags to support content strategy and boost reach.</li><li>• Monitored social media insights (reach, engagement rate, profile visits, saves, and shares) to evaluate performance and recommend improvements.</li><li>• Created a test case generation tool that creates random XML docs from XML Schema</li><li>• Supported Facebook and Instagram ad campaigns with targeting and placement coordination.</li><li>• Handled audience interactions through comments, messages, and mentions to improve engagement</li></ul>	

## Projects

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### **Radhika Cosmetic Gynecology Website**

- Developed a responsive WordPress website using Elementor.
- Created SEO-optimized service pages with images and content.
- Integrated contact forms, WhatsApp links, and Google tools.
- Installed plugins for speed, security, and performance.

### **Radhika Cosmetic Gynecology, Guntur**

- Created and scheduled engaging posts, reels, and stories across Instagram and Facebook.
- Ran targeted ad campaigns for awareness and appointment bookings.
- Monitored insights like reach, engagement, and lead conversions.
- Responded to DMs and comments to boost patient interaction and trust.

## Technologies

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**Tools :** Meta Business Suite, meta insights, Google Sheets, Canva, HTML, CSS, Basic in JavaScript