

# PAYAL JADHAV

## DIGITAL MARKETING

### CONTACT

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### PROFILE SUMMARY

With 4 years of experience in digital marketing, specializing in social media marketing, I bring a proven track record of boosting brand awareness, engagement, and conversions across diverse digital channels. Proficient in managing end-to-end digital marketing campaigns, from strategy development to execution, I leverage data-driven insights to optimize campaign performance and maximize ROI. I am dedicated to staying current with industry trends and emerging technologies to drive innovative marketing solutions

### EDUCATION

- 2017 - 2020
- BHARATI VIDYAPEETH DEMEND UNIVERSITY
- Bachelor of Business Administration- BBA

### WORK EXPERIENCE

- Zamin Pvt Ltd JULY - PRESENT
- Digital Marketing Manager

- Develop and implement digital marketing strategies that align with business growth objectives
- Design campaigns to attract and capture leads through digital channels like social media, Facebook Ads, Google Ads.
- Implement social media strategies to increase engagement, foster relationships, and drive traffic
- Track, measure, and analyze all digital marketing campaigns and activities

- Hitachi Systems India Pvt.Ltd. Dec 2023 -July 2024
- ISR - Internal Sales Representative

- Business Development Activities
- Event Management For Corporates
- Reporting & Backup

### SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication

### LANGUAGES

- English
- Hindi
- Marathi

- Digital Ink Aug 2020 - Dec 2023
- Digital Marketing

- Spearhead marketing initiatives, overseeing a team of professionals in the development and execution of comprehensive digital marketing strategies.
- Manage graphics designing, video editing, Facebook Ads, Google Ads, and social media marketing campaigns, resulting in increased brand awareness and customer engagement.
- Proactively handle customer relationships through effective communication, ensuring client satisfaction and loyalty.
- Conduct customer outreach calls to gather feedback and insights, contributing to the refinement of marketing strategies.
- Collaborate with cross-functional teams to align marketing efforts with overall business objectives