

# NARESH PAWAR

## DIGITAL MARKETING EXECUTIVE

### PROFILE SUMMARY

Data-driven Digital Marketing Specialist with 2+ years of experience specializing in inbound marketing. Drives traffic and boosts audience engagement with dynamic marketing strategies and campaigns.

### WORK EXPERIENCE

#### Digital Marketing Executive

FinCRM Technologies Pvt. Ltd. | Sep 2020 - Present

- Implementing SEO best practices and optimized websites to increase organic traffic.
- Responsible to do Keyword Research to support the marketing efforts of the organization.
- Maintaining strong social media and brand presence across Twitter, Facebook, and Instagram platforms.
- Designing Social Media Calendar for the organization's social accounts.
- Utilizing the existing network and reaching out to high-profile websites and blogs to earn high authority and secure backlinks to boost the domain authority.
- Managing 3 Projects at a time, apart from the organizational digital presence.
- Monitoring and analyzing the performance of the websites to put up the monthly reporting.

#### Digital Marketing Associate

24Webtech Business Solutions | Apr 2019 - Aug 2020

- Responsible for contributing to On-Page and Off-Page SEO activities.
- Worked upon lead generation through Google, Social media, Press-release, etc.
- Created high-profile back-links through Articles, Blogs, PPT, Video, Guest posting, etc.
- Focusing on increasing the website traffic and also uplifting the website position in the SERPs.

### EDUCATIONAL HISTORY

#### Modern Education Society's College of Engineering, Pune

BE in Computer Engineering | 2013 - 2017

#### MSG College of Arts, Commerce & Science, Malegaon

HSC | 2013

#### Kabara High School, Malegaon

SSC | 2011

### CONTACT ME AT



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### SKILLS SUMMARY

●●●● Search Engine Optimization

●●●● Google Analytics & Search Console

●●●● Social Media

●●●● Google Ads

●●●● WordPress

### TOOLS

Keyword Planner

Google Search Console

SEMrush

Google Analytics

Ahref Webmaster

### CERTIFICATES



Digital Marketing Certificate



Google Ads Certificates



Google Analytics Certificate