



SHUBHANKAR PATHAK

Digital Marketing Executive

PERSONAL PROFILE

An innovative and motivated digital marketer with vast experience in creating content and managing online presence of different companies and brands. I am passionate about detail oriented and creative writing and have the ability to reach multiple audience across multiple platforms

PROFESSIONAL SKILLS

- SEO, SMO, SEM
- Social media strategy/management
- Social media marketing
- Paid marketing
- Content Writing
- Proofreading
- Basic Image Designing

LET'S CONNECT

- Mobile: +91-7990223940
- E-mail: shubhpathak9498@gmail.com
- Location: Indore, Madhya Pradesh

CERTIFICATES

- Google Ads- Coursera
April, 2021
- Digital Marketing- Udemy
December, 2020

WORK EXPERIENCE

DIGITAL MARKETING EXECUTIVE

Carina Softlabs Inc., Indore, Madhya Pradesh | March, 2021 - Present

- Managing social media accounts, SMO for clients, organic and paid activities for growth and sustainability
- Keyword research, website audit and SEO outreach
- Content writing and proofreading
- Researching and analyzing of data

CONTENT WRITING (FREELANCING)

SYNC Web Solutions, Vadodara, Gujarat | July, 2020 to Sep, 2020

- Technical content writing

CONTENT WRITING (FREELANCING)

CJ Events, Paris, France | May, 2020 - Sep, 2020

- Content writing for promotional activities

MARKETING EXECUTIVE

RK Birla Foods Pvt. Ltd., Riga, Latvia | March, 2019 - May, 2020

- Interacting with clients and conducted for "We Execute" mission
- Provided exporter-importer with the award winning customer service
- Comprehensive suite of online marketing solutions
- Highest quality online advertising across the entire network of RK Birla Foods and it's affiliate partners

ACADEMIC BACKGROUND

TURIBA UNIVERSITY, RIGA, LATVIA

MBA in General Management | February, 2019 - February, 2021

- Post Graduated from Riga, Latvia (Europe) with CGPA of 7.6
- Specialization in Project Management, Risk Management, Logistics and Quality Management
- Project report: Improving the IMC strategy for "Nestle India" to sustain in the market

PARUL UNIVERSITY, VADODARA, GUJARAT

BBA | June, 2015 - June, 2018

- Graduated from Vadodara, Gujarat with CGPA of 6.1
- Specialization in Marketing
- Project report: Role of visual cues in consumer buying behavior with special reference to chocolates and apparels