

PIYUSH LOHAR

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SUMMARY

A passionate and results-driven digital marketer with extensive experience in creating and managing successful campaigns. skilled in SEO, content strategy, social media management, and web designer. Known for a data-driven approach to optimizing campaigns for maximum ROI, with a strong understanding of the latest digital marketing trends and tools.

EXPERIENCE

Elitemart

2024

Digital Marketer And (basic) Developer

- Created an e-commerce website similar to Amazon using HTML and CSS.
- Developed product pages with buy options, product prices, descriptions, images, and titles.
- Added a landing page to provide an engaging entry point for users.
- Ensured a user-friendly design and optimized the website for better performance and SEO.

Canva Projects

2024

Created various Digital marketing materials

- Influencer marketing poster
 - Email marketing poster
 - Mobile phone advertisement
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EDUCATION

Mohanlal Sukhadia University

Bachelor of Commerce

- Accounting: Financial and managerial accounting, auditing.
- Economics: Micro and macroeconomics, policy analysis.

2023 - 2026

KEY SKILLS

- SEO/SMO
- Social Media Marketing
- Content Creation and Management
- Google Analytics
- Email Marketing
- Influencer Marketing

ADDITIONAL INFORMATION

- **Technical Skills:** Html , Css , Canva , Nicepage , Vs code , ChatGPT
- **Languages:** English , Hindi
- **Certifications:** Great Learning : SEO For Beginners , Great Learning : Google Analytics