

PAWAN JANGIR

DIGITAL MARKETER

PROFILE



Dynamic Digital Marketing Expert with 12+ years' experience in SEO, PPC, social media, and WordPress. Specialized in creating global strategies across industries like health, e-commerce, and education. Proficient in analytics-driven optimizations, WhatsApp marketing, and delivering impactful, tailored solutions to maximize ROI and online growth.

WORK EXPERIENCE

CONTACT

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EDUCATION

2012 - 2014

SIKKIM MANIPAL INSTITUTE

- Master of Computer Applications (MCA) (Dropout)

2007 - 2010

MAHARAJA GANGA SINGH UNIVERSITY

- Bachelor of Arts (BA)

SKILLS

- Google Analytics, SEMrush, Ahrefs, Search Console
- WordPress, CMS Platforms, Chatbots
- Mailchimp, Web App Setup
- Time Management
- Leadership
- Client Relationship Management
- Critical Thinking

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Punjabi (Basics)

iae GLOBAL India

Jan'2024 - Present

Senior Digital Marketing Specialist

- Managed comprehensive digital marketing strategies, including SEO, PPC, and social media.
- Increased organic traffic by 120% through improved search rankings and content strategy.
- Collaborated with graphic designers, developers, and content creators to execute campaigns.

Certera Solution LLP

July'2023 - Dec'2023

Senior Digital Marketing Specialist

- Led a team of 4 at Certera, executing impactful SEO & PPC strategies.
- Delivered data-driven campaigns that consistently exceeded performance and growth targets.

Shri Bhagwati Machines Pvt Ltd

Mar'2023 - July'2023

Digital Marketing Manager

- Managed SEO, PPC campaigns, and social media content creation.
- Developed and executed online marketing strategies to drive results.
- Coordinated with graphic designers, developers, sales teams, and content creators for seamless project execution.

9ZMedia (Closed)

Feb'2014 - Nov'2021

Founder and Owner

- Engaged directly with clients to discuss business goals & craft tailored strategies.
- Collaborated closely with the SEO and PPC teams to execute impactful marketing campaigns.
- Secured new clients while fostering strong, long-term partnerships.
- Effectively led and motivated a team of 4-5 members to achieve exceptional results.

New Vision Digital

Apr'2013 - Oct'2013

SEO Team Leader

- Manage client accounts with customised strategy, relationship development, and measurable outcomes in conjunction with the SEO and PPC teams.
- Led a dynamic team of 4-5 members to ensure seamless execution of projects and delivery.

Techmagnate

Mar'2011 - Mar'2013

Sr. SEO Executive

- Promoted to Senior SEO Executive within 1.10 years.
- Conducted off-page activities, technical website analysis, and error rectifications.