

# SAURABH PURANIK

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Nagar2 Pune 411009

## About Me

An experience professional having keen interest in Digital Marketing activities by measuring the outcomes and building insights to continuously increase the performance. Seeking a role in Digital Marketing where I can contribute toward the growth of an organization.

## Certifications

- Fundamentals of Digital Marketing- Google
- Google Analytics Individual Qualification

## SKILLS

- SEO Practices
- Social Media Management
- Web Management
- Office Administration
- Ecommerce Operations
- Client Communication

## TOOLS

- HTML, CSS
- WordPress
- Web Hosting Management (Cloud/Share)
- Google Analytics
- Google Search Console
- Google Data Studio
- SEMRush
- Facebook Pixel
- Hootsuite/Buffer
- Microsoft Office
- Window, Linux

## WORK HISTORY

### **OneZeroEight Brandcomm**

Pune, April 2019 – Till Now

- Responsible of managing SEO activities of clients
- Understanding clients brief and presenting the paid campaign plan
- Conceptualize, design, deliver and optimize Paid Campaigns, email campaigns
- Measuring campaign results and website performance to generate monthly and weekly reports
- Handling Day to day Ecommerce activity of sister venture ChikuPiku.com
- Generating Digital Sales for ChikuPiku.com by setting various remarketing campaigns
- Generating Dashboard to Measure Ecommerce Performance
- Developing websites using WordPress and Creating Landing Pages
- Research and Analysis for new business proposals
- Assists to create Monthly social media strategy for clients

### **Tech Drift Solutions – Freelancer**

Jalgaon, May 2018 – Jan 2019

- Preparing proposals and quotation for new clients.
- Collaborated with clients from concept through final delivery of product or service.
- Setting up milestone and tasks for the on board projects.
- Discussing project progress with clients
- Developing websites using WordPress

## EDUCATION

Pursuing MBA from Symbiosis  
Centre For Distance Learning

YCMOU  
BCom

State Board, Nashik  
HSC

State Board, Nashik  
SSC

## PERSONAL DETAILS

DOB- 5/10/1993

Marital Status- Unmarried

Current Address-

06 Madhuchandas Appt,  
Sahakr Nagar 2, Pune 411009

- Managing Digital Marketing Projects and Building SEO Plan.
- Monitoring Google Analytics for various clients and guiding for best practices.
- Handled Projects in Ecommerce, Education, Publishers, Social sector.

### **Janshakti Daily – Digital Media Specialist**

Pune, Feb 2017 – April 2018

- Maintained the company's social media presence by posting messages, answering posts and monitoring responses.  
Post scheduling on various social media for better engagement.
- Utilized SEO best practices to increase the organic growth.
- Ensured consistency in content and tone to optimize social media accounts.
- Evaluated monthly performance statistics and used data to inform future strategies.
- Website UI changes whenever necessary.
- Finding revenue source and other channels to increase website traffic.

### **PropLens – Digital Marketing Executive/Website Admin**

Pune, June2015 – Nov2015

- Review and update client listing on Website.
- Supported SEO initiatives to improve content, keywords, and branding.
- Analyzing website traffic and recommending strategy to increase user base.
- Customer visit if required to present demo of products.