

**Pooja Thosar**

**E-mail:** poojathosar1@gmail.com

**Mob No.:** 7083964060

**Career Objective:** To obtain a position in an organization where I can fully utilize my technical skills and my creative ideas for the growth of the organization and professional development.

**Education:**

**BE(CSE)-Solapur University (2017)**

**Technical Skills**

- **Languages Known:** C, C++, Java, HTML, HTML5, CSS, SQL,MYSQL.
- **Operating Systems:** Windows XP / 7 / 8 / 8.1,Ubuntu.
- Proficient in Microsoft office.

**Work Experience**

**Digital Marketing Executive –SudnyaTechnology (2/2019-6/2019)**

**Responsibilities:**

- Improve and generate traffic from Facebook, Twitter Instagram and LinkedIn
- On page and Off page Optimization for the website.
- Content optimization for the web pages
- Sharing Digital Marketing knowledge to interns
- Perform SEO audits
- Monitor effectiveness of SEO and marketing programs in terms of

traffic

**Worked for clients:**

Sudnya Startupmantra

Sudnya Technology

Sudnya Holidays

**Digital Marketing Executive - Unplug Infinity MediaPvt.Ltd. (12/2017-2/2019)**

**Skills:**

- Provided overall management and maintenance of the web site.
- Used Google adwards for paid activities, keyword planner
- Worked on social media marketing.
- Researched current online marketing concepts, strategies and best practices.
- Supported blogs by ensuring consistency from technical stand point.

- Ensured that website content is accurate and up to date.
- Created weekly and seasonal reports on web, email, and blog analytics.
- Developed on site content meta descriptions and page titles in support of SEO strategies
- Performed on-going creative testing to maximize performance.
- Engaged people with creative images and videos on social sites.
- Worked on Google analytics for managing the performance of the website.
- Used Many Different Tools for best result.
- Off Page – Directory Submission, Video Submission, Article submission, Classified Ads, Social Bookmarking.
- Email Marketing.
- Organized technical events for one of our Client.
- Have Knowledge of Photoshop, word press, Adobe spark, Premier Pro, After Effect.
- Led new team members in identifying innovative approaches in Digital Marketing.

#### **Tools Used:**

- SEO & Content Marketing: wordpress, SEMrush, Google Analytics.
- PPC: Google Ads, Facebook ads
- Email Marketing: Mailchimp
- Social Media: Facebook, twitter, LinkedIn, Instagram, pinterest, buffer, Hootsuite
- User Experience: HTML/CSS, Landing Pages

**Worked For:** Unplug Infinity Media Pvt. Ltd.

iTpreneur Data System

Renaissances Decors

ACG

#### **Personality Skills:**

- Supporter
- Good team player
- Fun-loving
- Ability to grasp the new skills quickly.

**Hobbies and Interest:**

- Drawing
- Cooking
- Traveling
- Listening to Music
- Net surfing

**Personal Details:**

- Date of Birth : April 6<sup>th</sup>1996.
- Address : Narhe, Pune
- Languages : English, Marathi,Hindi.
- Marital Status:Single.

**Date:**    /    /2019

**Place:** Pune

**(PoojaThosar)**