

PRATIK MEKHE

Digital Marketer

PERSONAL PROFILE

I'm an Digital Marketing Executivet whose passion is to market products and services on digital platform. I'm a self-starter and have a thirst for learning.

CERTIFICATIONS:-

- Google Ads
Completion ID :- 20421627
- Google Analytics Individual Qualification
Completion ID :- 20831840
- Google Digital Sales Certification
Completion ID :- 26770607
- Google Ads Mobile Certification
Completion ID :- 32422824
- Google Ads Search Certification
Completion ID :- 35973037
- Google Ads Display Certification
Completion ID :- 21727311
- Google My Business Basics
Completion ID :- 31163982

CONTACT DETAILS

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Email: pratik.mekhe12@gmail.com

TECHNICAL SKILLS

- HTML.
- WordPress.
- Search Engine Optimization (SEO) :-
On Page & Off Page SEO.
- Search Engine Marketing (SEM/ PPC) :-
Google Ads.
- Google Search Console / Google Webmaster.
- Google Analytics.
- Social Media Marketing (SMM)
- Email Marketing.
- Organic & Paid Social Media Campaigns.
- Content Marketing.

WORK EXPERIENCE

MARKETING EXECUTIVE

Jisnu Digital Solutions Pvt. Ltd
2018 - Till Date

- Conceive and develop efficient and intuitive marketing strategies
- Create and Execute Paid Ads Campaigns
- Monitor progress of campaigns using various metrics and submit reports of performance.
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- Managed social media accounts and campaigns
- SEO for client's website
- Analyzing keywords reserch/search terms and interpreting the search results

SALES & MARKETING EXECUTIVE

LIC of India
2016 - 2018

- Agent of the LIC India (LIC04106964).
- Contact potential clients to expand customer base.
- Interview prospective clients to get data about their financial resources and discuss existing coverage.

ACADEMIC HISTORY

CHETAN DATTAJI GAIKWAD INSTITUTE OF MANAGEMENT STUDIES

MBA- Marketing

- Currently pursuing MBA in Marketing from Chetan Dattaji Gaikwad Institute Of Management Studies, Pune.

KTHM COLLEGE, NASHIK

BSc in Computer Science

- Completed graguation in Computer Science from KTHM College, Nashik.