

POOJA MAIND POWER ENGINEER

Possess a B.E. in Power Engineering and IGBC Accredited Professional from IGBC

Joined Digital Marketing Sandeep Academy to explore and work for creative and challenging Social Media Agency



+91- 9833442980



poojamaind@gmail.com



CORE COMPETENCIES

- Presentation
- Coordination with client
- Team Player
- Detail Orientation
- Passionate about Digital Marketing
- Analytical Thinking



SOFT SKILLS

- Empathy
- Career Oriented
- Decision Making
- Positive Attitude
- Patience
- Active Listening



DESIRED POSITION

Professional Engineer with over 4.8 years of experience in Energy and Environment sector. **Aiming to transfer my work experience and abilities into a Digital Marketing Sector.**

A digital-savvy marketer looking forward to an opportunity for working in a dynamic, challenging environment.



Digital Marketing Executive - 3 Months Trainee – YRSK Marketing and Branding Solution Pvt. Ltd.

- Preparation of - KW and Ad copies, Set the Campaign
- Preparation of Weekly Report with Looker Studio
- Preparation of Weekly and Monthly report from Campaign in Excel Sheet
- Optimization of Campaign - Check Optimization score and add or exclude Search term accordingly
- Competitor Analysis Study

INTERNSHIP at DSA: - Social Media

- Akasa Wellness Retreat – Tours and Travels
- Ketak Pest Management
- Shubhansh Coaching Centre

1	Studied the client website and requirement
2	Research and prepared competitors' sheet
3	Post research sheet and Idea sheet
4	Created social media content calendar
5	Facebook and Instagram Posting



INTERNSHIP – GOOGLE ADS / PPC SKILLS

Skills:

- Passion for Search and Online Marketing
- Knowledge of campaign structure, keyword research, keyword management, keyword bidding, ad copywriting and testing, search content integration, related search strategies.
- Managed the total operations of google ads account, including optimization
- Ad reporting and Acute analytical skills
- Complete Campaign, Ad groups Setup Process - DSA and Expert Ayurveda
- Produced monthly metrics reports, as well as campaign insight reports tied to PPC campaigns

Digital Sandip Academy (DSA), Ahmedabad

Search Ads	Clicks: 5	Impressions: 95	CTR: 5.26 %	Avg. CPC: Rs.31.46	Cost: Rs.157
Display Ads	Clicks: 13	Impressions: 32.1K	CTR: 0.04 %	Avg. CPC: Rs. 7.70	Cost: Rs. 100
Video Ads	Views: 318	Impressions: 1.08 K	CTR: 29.44 %	Avg. CPV: Rs. 0.40	Cost: Rs.29.36
Universal App Ads	Clicks: 110	Impressions: 2.55 K	CTR: 4.13 %	Avg. CPC: Rs. 0.16	Cost: Rs. 17.71



PERSONAL DETAILS

Date of Birth: 30th June 1983

Languages Known: English, Hindi and Marathi

Address: Thane, Maharashtra, India



INTERNSHIP – Search Engine Optimization {SEO}

- Learn to optimize the GMB profile
- Creating the backlinks
- Classified ads submission, Business listing
- Bookmarking the websites



PROFILE SUMMARY – Previous Job

- Experienced in preparation of presentation for Public Hearing, State Expert Appraisal Committee (SEAC), Ministry of Environment and Forest (MoEF).
- Coordinating with the client regarding projects, meeting for SEAC.
- Handling and dealing with the queries and suggestions of State Level Impact Assessment Authority (SEIAA).
- Represented during High Rise Committee site visit on behalf of Environment Consultant.



EDUCATION

Master Prog. Digital Marketing Specialist from DSA	Since 16.08.2022
Diploma in Environmental Law from IGNOU	2012
Dip. Business Management from Dept. of Business Mgmt., Nagpur University	2010
B.E. (Power) from NPTI, Nagpur University	2007



CAREER TIMELINE

Sep'07-Sep'08	Jun'08-Dec'08	Feb'11-Jan'12	Apr'12 – Jul'14
NEIL Group	PPDMS Group	MEEPL Group	Ultratech Consultancy



CERTIFICATION

- IGBC Accredited Professional from IGBC