

Darshika Namdeo

Digital Marketing Executive

Experienced digital marketing executive with 3 years of expertise in Social Media Management, Social Media Marketing, Search Engine Optimization, Pay per Click Ads, and WordPress Website Development. A results-oriented professional dedicated to driving brand growth and maximizing online presence.

Experience

Trigensoft INC, Pune 2020 - Present

Digital Marketing Executive

I specialize in WordPress website development and management, ensuring clients have an effective online presence. Alongside this, I handle social media management and marketing, including the execution of targeted ad campaigns and promotion of clients' social media handles. With expertise in keyword research, I optimize content for search engines. Additionally, I utilize graphic designing skills to create visually appealing assets. My SEO proficiency extends to both on-page and off-page activities, involving extensive keyword research, meta tag creation, link building, and more. Regular keyword and competitor analysis further enhance my strategies for optimal results.

Helpoverseas Immigration Pvt Ltd, Pune 2019-2020

Digital Marketing Executive

With a comprehensive skill set, I implemented effective SEO strategies for improved website visibility and organic search rankings. Through social media management and successful ad campaigns, I increase brand awareness and engage the audience. Utilizing tools like Google Analytics, I optimize campaigns. Lead generation and management are strengths, leveraging email and SMS marketing. With graphic designing skills, I create visually appealing content, while my expertise is in on-page and off-page SEO.

HDFC Bank, Chhindwara 2012-2013

Personal Banker sales

In my role as a Personal Banker, I successfully managed a diverse portfolio of 50 groups, with a total wealth of approximately 3 crores. I assisted my portfolio's customers in securing a bank guarantee of 12 crores, resulting in a remarkable income of 12 lakhs. resulting in my annual income target by 170%. Additionally, within a span of 7 months, I generated 8 NTBs (New To Bank customers), expanding my customer base.

Certifications

- Pursing IIM Calcutta's Executive Programme on Digital & Social Media Marketing Strategy
- Digital Marketing Certification From Victorrious Digiital

Tools

Google Analytics	WordPress	Google Trends
Google Search Console	SendinBlue	Ahrefs
Google webmaster	Hubspot	
Canva	Meta Business Suite	
Buffer	Google My Business	

Contact

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Profile

Linkedin-
<https://www.linkedin.com/in/darshika-namdeo-5b29422a/>

Education

2012
MBA (Marketing)
DAVV University

2010
BBA
DAVV, University

Skills

- Social Media Marketing
- Social Media Management
- Paid Social Advertising
- PPC Ads
- Google Ads
- Search Engine Optimization
- Search Engine Marketing
- Email Marketing
- Display Ads
- Retargeting Ads
- Shopping Ads

Language

English
Hindi