



# RAHUL PAWAR

DIGITAL MARKETING EXECUTIVE

## PERSONAL PROFILE

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Combine different elements of my education, experience, and personality to contribute to the world of business to achieve the desired growth.

## SKILLS

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- Social Media Marketing
- Email Marketing
- SEM
- SEO
- Video Marketing
- Animation Video Designing

## TOOLS

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- Google Analytics
- Webmaster
- Google Ads
- Facebook Business Manager
- Mailchimp
- Leadsquared
- Canva
- Vyond
- Spyfu

## WORK EXPERIENCE

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### Digital Marketing Expert

#### Genome Groups

April 2019 - Present

4 Months Contract

- Manage social media planning & presence
- Website structure planning
- Sales and online marketing strategy
- Product packaging design strategy

### Digital Marketing Executive

#### SME Joinup Pvt.Ltd

Oct 2017 - Mar 2019

- Facebook paid marketing
- Search Engine Optimization
- Manage social media planning & presence
- Landing page creation
- Whiteboard and Animation Video Designing
- Create and Execute Email Marketing Campaigns
- Database creation for email marketing
- Google Ads Campaign Creation
- Train Interns
- Client Handling

### Digital Marketing Intern

#### SME Joinup Pvt.Ltd

Jul 2017 - Sept 2017

- On page Optimization for Keywords
- Keyword analysis and Competitor analysis
- Check Google Analytics and Webmaster tool
- Keyword Research & Competitor Research

## INDUSTRIES

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- Real Estate
- Healthcare
- Tourism
- IT
- Health & Fitness
- Accounts and Finance
- FMCG

## CONTACT

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residency, Dapodi,  
Pune



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## EDUCATION

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### **B.Tech [E&TC]**

Dr. Babasaheb Ambedkar  
Technological University  
2010 – 2015

### **HSC**

Yeshwantrao Chavan College  
2008 – 2010

### **SSC**

Sant Janabai Vidyalay  
2007 – 2008

## STRENGTHS

- Quick and self learner
- Self Motivated
- Positive thinker
- Creativity
- Flexible