

# Poonam Kashide

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## Professional Summary

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Creative and self-driven professional with 2+ years of hands-on experience in digital marketing and web development. Strong foundation in electrical engineering with a proven record of building marketing campaigns, websites, and ad strategies for businesses in real estate and service sectors.

## Professional Experience

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### Freelance Digital Marketer & Web Developer

Oct 2024 – Present

Remote

- Created landing pages and websites for real estate and electrical service businesses.
- Managed Google Ads and Meta campaigns, achieving CTR above industry average.
- Built a business website and lead funnel for “SafePower Electricals.”
- Advised clients on content structure, keyword targeting, and conversion optimization.

### Digital Marketing Executive

Jan 2023 – Sep 2024

Pride Lifestyle Homes, Pune

- Developed and maintained real estate landing pages that generated 200+ leads/month.
- Managed Google Search, Display & Facebook ad campaigns for 5+ property listings.
- Collaborated with the design and sales teams to align marketing and lead nurturing.
- Used analytics tools to track performance and optimize campaigns for ROI.

## Projects

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### Real Estate Ad Campaign

- Boosted leads by 25% and conversions by 15% through Google & Meta Ads with custom landing pages.

### SafePower Electricals Website

- Built an SEO-optimized company website and lead form funnel. Used HTML/CSS and hosting via Hostinger.

### E-commerce Website

- Built a responsive shopping site with SEO and test ad campaigns for behavior analysis.

## Education

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### B.E. in Electrical and Electronics Engineering

Nov 2020

MIT, Aurangabad

## Certifications

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Diploma in Full Stack Python | Firstbit Solutions

Dec 2022

React Training | Internshala

Aug 2022

Foundations of Digital Marketing | Hubspot Academy

Nov 2021

## Skills

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**Digital Marketing:** Google Ads, Meta Ads, SEO, Google Analytics, Meta Pixel, Google Search Console

**Web Technologies:** HTML5, CSS3, JavaScript, React, Bootstrap, Tailwind CSS, Django, MySQL

**Design & Tools:** Canva, Figma, Adobe Photoshop, Git, GitHub, VS Code

## Additional Experience

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### Founder – Poonam Electricals

Jan 2025 – Present

- Obtained an Electrical Contractor License from the Government of Maharashtra.
- Manage licensing agreements by partnering with electrical contractors; earn a commission from completed projects.
- Delivered technical documentation including a Single Line Diagram (SLD) for the 33/11 KV Limbala substation.