Poonam Kashide

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Professional Summary

Digital Marketing Executive with over 2 years of experience in lead generation, paid ads, and SEO. Proven track record of increasing conversions and improving brand visibility using Google Ads, Meta Ads, and landing page optimization.

Professional Experience

Freelance Digital Marketer *Oct 2024 – Present*
Remote
- Developed mobile-first websites for real estate and electrical businesses using HTML, CSS, and JavaScript.
- Built and launched website for SafePower Electricals, enhancing local search visibility and brand identity.
- Provided SEO and ad consultation using Google Search Console and Analytics to boost online reach.
- Advised clients on content structure, keyword targeting, and conversion optimization.

Digital Marketing Executive *Jan 2023 – Sep 2024*
Pride Lifestyle Homes, Pune
- Planned and executed Google Ads and Meta Ads campaigns, increasing lead generation by 25%.
- Designed and deployed responsive landing pages with HTML/CSS, improving conversion rates.
- Monitored campaign performance using Google Analytics and Meta Business Suite.
- Created ad creatives in Canva and supported on-page SEO for multiple project pages.
- Managed ad budgets and delivered performance reports via Google Data Studio.

Projects

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

Social Media Strategy
- Reached 500+ users and generated 100+ inquiries using targeted content and paid ads.

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

Education

B.E. in Electrical and Electronics Engineering *Nov 2020*
MIT, Aurangabad

Certifications

Diploma in Full Stack Python | Firstbit Solutions *Dec 2022*
React Training | Internshala *Aug 2022*
Foundations of Digital Marketing | Hubspot Academy *Nov 2021*

Skills

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

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.