

# POONAM KASHIDE

Digital Marketing Executive

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## CAREER SUMMARY

Performance-focused Digital Marketing Executive with hands-on experience managing Google Search and Meta lead generation campaigns for service-based and real estate businesses. Skilled in campaign optimization, lead quality improvement, and sales alignment. Experienced in working independently and managing end-to-end marketing execution in fast-paced environments.

## WORK EXPERIENCE

### Freelance Digital Marketer | Remote

2024 - Present

- Built and optimized conversion-focused landing pages for real estate and service-based businesses.
- Implemented SEO fundamentals and improved page structure to increase lead capture effectiveness.
- Managed client communication and delivered projects independently within timelines.

### Digital Marketing Executive | PLH Realty, Pune

2023 - 2024

- Managed Google Search and Meta lead generation campaigns with a ₹20,000 monthly ad budget.
- Generated approximately 50 qualified leads per month for residential projects (2BHK & 3BHK).
- Monitored campaign performance and optimized ads to improve conversions and lead quality.
- Improved Quality Score and reduced CPC through keyword restructuring and ad copy optimization.
- Coordinated with the sales team and contributed to closing two residential property deals.

## CORE SKILLS

Google Ads (Search and Display) | Meta Lead Generation Campaigns | Keyword Research & Ad Copywriting | Campaign Optimization | Quality Score Improvement | SEO | Landing Page Creation & Optimization (HTML, CSS, JS) | Basic Analytics (GA4, Search Console) | Canva (Marketing Creatives)

## PROFESSIONAL DEVELOPMENT

- Completed Digital Marketing Certification – HubSpot Academy 2022
- Completed Full Stack Python Course – Firstbit Solutions 2022
- Built practical projects including an e-commerce website and marketing landing pages.
- Developed foundational knowledge in SEO, paid advertising, and web technologies.
- Prepared for competitive government examinations, strengthening discipline and analytical ability.

## EDUCATION

### Bachelor of Engineering – Electrical Engineering | MIT, CSN

2020

## ADDITIONAL EXPERIENCE

### Electrical Contractor | Government of Maharashtra

2025 - Present

- Managed documentation, compliance, and client coordination responsibilities.
- Developed business understanding of client handling and project execution.
- Designed technical electrical diagrams and documentation for 33KV/11KV MIDC Limbala Substation.