

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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
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ADDITIONAL EXPERIENCE

Licensed Electrical Contractor Poonam Electricals	2025 - Present
<ul style="list-style-type: none">Managed business registration, documentation, and regulatory compliance.Coordinated with clients for project discussions, quotations, and execution support.Implemented digital branding initiatives to improve business visibility and client inquiries.	