

# 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

<b>Freelance Digital Marketer</b>   Remote	2024 - Present
<ul style="list-style-type: none"><li>Built and optimized conversion-focused landing pages for real estate and service-based businesses.</li><li>Implemented SEO fundamentals and improved page structure to increase lead capture effectiveness.</li><li>Managed client communication and delivered projects independently within timelines.</li></ul>	
<b>Digital Marketing Executive</b>   PLH Realty, Pune	2023 - 2024
<ul style="list-style-type: none"><li>Managed Google Search and Meta lead generation campaigns with a ₹20,000 monthly ad budget.</li><li>Generated approximately 50 qualified leads per month for residential projects (2BHK &amp; 3BHK).</li><li>Monitored campaign performance and optimized ads to improve conversions and lead quality.</li><li>Improved Quality Score and reduced CPC through keyword restructuring and ad copy optimization.</li><li>Coordinated with the sales team and contributed to closing two residential property deals.</li></ul>	

## 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"><li>Built practical projects including an e-commerce website and marketing landing pages.</li><li>Developed foundational knowledge in SEO, paid advertising, and web technologies.</li><li>Prepared for competitive government examinations, strengthening discipline and analytical ability.</li></ul>	

## EDUCATION

<b>Bachelor of Engineering – Electrical Engineering</b>   MIT, CSN	2020
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## ADDITIONAL EXPERIENCE

<b>Electrical Contractor</b>   Government of Maharashtra	2025 - Present
<ul style="list-style-type: none"><li>Managed documentation, compliance, and client coordination responsibilities.</li><li>Developed business understanding of client handling and project execution.</li><li>Designed technical electrical diagrams and documentation for 33KV/11KV MIDC Limbala Substation.</li></ul>	