





# Poonam Kashide

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## Professional Summary

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Performance-driven Digital Marketing Executive with 2+ years of experience in lead generation, paid media, and SEO. Skilled in Google Ads, Meta Ads, GA4, GTM, and Google Data Studio with a proven record of boosting leads by 25%, reducing CPL by 18%, and building high-converting landing pages using HTML/CSS/JS.

## Professional Experience

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### Freelance Digital Marketer

Oct 2024 – Jan 2025

Remote

- Built & optimized business websites, achieving 90+ Page Speed scores.
- Launched SafePower Electricals' website, generating 40% more local inquiries.
- Conducted SEO audits, increasing impressions by +35% in 2 months.
- Designed keyword-driven funnels, improving conversions by 12%.

### Digital Marketing Executive

Jan 2023 – Sep 2024

PLH, Pune

- Increased leads by 25% and reduced CPL by 18% via optimized Google & Meta Ads.
- Built responsive landing pages with 20% higher conversion rates.
- Implemented GA4 & GTM tracking, improving budget allocation by 15%.
- Designed high-performing ad creatives in Canva, boosting CTR by 22%.

## Projects

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### Real Estate Lead Funnel

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

### Social Media Campaign

- Drove 500+ targeted users and generated 100+ qualified inquiries with a content + paid ads strategy.

## 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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**Marketing Tech:** Google Ads, Meta Ads, SEO, PPC, GA4, GTM, Google Search Console, Meta Pixel, SEM

**Web Development:** HTML, CSS, JavaScript, React, Bootstrap, Django, MySQL

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

## Additional Experience

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### Electrical Contractor

Jan 2025 – Present

Poonam Electricals

- Licensed Electrical Contractor (Govt. of Maharashtra), collaborating with contractors on infrastructure projects.
- Generated additional revenue by leasing license rights to partner contractors.
- Delivered technical documentation including a Single Line Diagram for a 33/11 KV substation.