

Vinita Pande

DIGITAL MARKETER

PERSONAL INFO

Looking for a challenging role in an organization to utilize my technical and management skills for the growth of the organization as well as to enhance my knowledge about new and emerging trends in the IT sector

EDUCATION

- **Digital Marketing Course**
Digital Trainee
- **Bachelors of Science**
Amravati University

EXPERIENCE

- **Digital Marketing Executive**
GIBF (5/01/2022 To 02/01/2023)
 - Managed social media platforms by planning and creating relevant posts for our clients.
 - Created and executed social media calendar accordingly for each month.
 - working on SEO (ON & OFF page seo)
- **Yugen Consulting (working as a freelancer) (jan 2023 to march 2023)**
 - Support the SEO team on time-sensitive tasks
 - Keyword Research On Page and Off page SEO
Written various blogs Link Building (Guest Post, Comment, Web 2.0)
 - Analyze competitor's link profiles and identify link building opportunities.

CONTACT

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- ✉ vinitaspande@gmail.
- 📍 Gokhle Nagar, Pune

SKILLS

- Graphic Design
- Video Editing
- Canva

TOOLS

- Wordpress
- Shopify
- Google Analytics
- Google Search Console
- google Data Studio
- Semrush
- Microsoft Clarity
- google tag manager



EXPERTISE

- Search Engine Optimization
- Google Ads
- Google Tag Manager
- Email Marketing
- Graphics Designing in Canva
- Video Editing in Filmora
- Webmaster Tool (Search Console) Knowledge in MS-Excel
- Website Designing
- Social Media Marketing

- Optimizing copy and landing pages for search engine optimization.
- Performing ongoing keyword research including discovery and expansion of keyword opportunities. Researching and implementing content-recommendations for organic SEO success.

➤ **SEO Executive**

Maven Infotech - March 2023 (Currently Working)

- Managed social media platforms by planning and creating relevant posts for our clients.
- Created and executed social media calendar accordingly for each month.
- working on SEO (ON & OFF page seo)
- Creating Monthly Social Media Calendar for clients
- Closely working with graphic designer team
- Writing Blogs for website
- Searching keywords
- Generated detailed SEO audit reports to pinpoint website optimization opportunities

CERTIFICATIONS

- Advance Program In Digital Marketing
- Graphic And Video Editing
- Website Designing Using Wordpress