

# PRAJWAL BHANDARKAR

## Digital Marketer

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Address

Kothrud ,pune



### Profile Summary

"Results-driven digital marketing professional with one year of experience in marketing and sales. Proven track record in developing and executing online marketing strategies to increase brand awareness and drive sales. Seeking a challenging position to leverage my skills in SEO, social media marketing, and data analytics to contribute to the growth and success of a dynamic organization."

### Work Experience

#### Variate solar ( Digital Marketing Executive)

May 2024 - Now

- I have developed and implemented social media content strategies for companies, aligning them with their brand identities and marketing objectives.
- This involved creating compelling and visually appealing social media posts, incorporating graphics, videos, and engaging captions across various platforms like Instagram, Facebook, and Twitter. Additionally, I conducted comprehensive research on industry trends, target audience demographics, and competitor analysis to ensure the relevance and efficacy of the content.
- I also utilized social media management tools to schedule and publish content, while monitoring and analyzing performance metrics.
- Moreover, I possess proficiency in utilizing tools such as Google Analytics, Google Search Console, Canva Design, SEMrush, Ahrefs, and various SEO audit tools. In addition to managing social media, I have experience in website development and enhancing the SEO score of company websites, along with executing search engine marketing strategies.

#### Candiclie (Digital Marketing Intern)

Dec 2023 - March2024

- Manage campaigns and content creation for company website and social media platforms.
- Lead generation closely work with digital marketing team to create the content and design for various platforms.
- Manage clients ppc campaigns . Seo optimization. linkedIn profile handling. social media management.

#### Ufaber ( Business Development Executive)

March 2023 - Aug2023

- I am responsible for Finding and retaining clients, maintaining communication with clients and help to close the deal with sales department.

### Skills

- Search engine marketing • Seo,onpage,offpage • Canva design • Social media marketing
- Organic marketing • Market reasearch • Website development • Proficiency in analytical tools

### Education

- Priyadarshani college of engineering (chemical engineering, 8.2 cgpa) ( 2018 - 2022 )
- Progressive science junior college 69.09% ( 2016 - 2018 )
- progressive english school 9.2 cgpa ( 2016 )

### Certifications

- Digital marketing (hubspot academy)
- Six sigma Yellow belt (anexas europe)
- Process design engineering (Sb technology)