

PRAJWAL BHANDARKAR

DIGITAL MARKETER

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Kothrud ,PUNE



SUMMARY

A passionate and results-driven digital marketer with one year of hands-on experience in creating and executing successful digital marketing campaigns. Adapt at leveraging social media, SEO, and content marketing strategies to drive brand awareness, increase online traffic, and generate leads. Skilled in using analytical tools to monitor and optimize campaign performance.

PROFESSIONAL SKILLS

Content marketing

Search engine optimization

Proficiency in Analytical tool

Canva design

SEO knowledge with related tools

Google ads , Meta ads

Whatsapp marketing

WORK EXPERIENCE

VARIATE SOLAR

Digital marketing executive

April 2024-Present

- As a Digital Marketing Executive at Variate Solar, my focus is on creating and executing effective **online strategies** to enhance engagement and promote the growth of our renewable energy solutions. Leveraging a strong digital marketing background,
- I utilize **data-driven** insights to optimize campaigns, elevate **brand visibility**, and effectively **connect** with our target audience.
- My duties involve managing social media platforms, crafting compelling content, and implementing **SEO strategies** to ensure our products reach the right audience at the right time.
- Dedicated to driving sustainable energy initiatives, I am passionate about advocating for solar power adoption and assisting businesses and homeowners in transitioning to a more eco-friendly future.
- I oversee Variate's Facebook and LinkedIn **social media presence**, consistently expanding the platforms' outreach.
- My experience at Variate has sharpened my expertise in website development, content marketing, Facebook marketing, and search engine marketing. I am skilled in both **organic** and **inorganic** marketing techniques.

CANDICLIE

Digital marketing intern

Jan 2024-April24

- As a Digital Marketing Intern at Candiclie, I gained **hands-on experience** in executing and optimizing digital marketing strategies. My responsibilities included managing social media platforms, creating engaging content, and assisting in the development of SEO strategies to enhance online visibility. I collaborated with the marketing team to analyze campaign **performance** and contributed to **brainstorming** sessions for innovative marketing solutions.

UFABER

Business Developement Executive

March 2023-Aug23

- As a Business Development Executive at Ufaber, my responsibilities included engaging with prospective **clients** within the **education sector**. I concentrated on effective communication with leads, comprehending their requirements, and converting them into loyal customers. By employing a strategic method in client engagement and **fostering relationships**, I played a pivotal role in enlarging the company's clientele and fostering its expansion.

EDUCATION

Chemical Engineering **2018 - 2022 CGPA : 8.2**
Nagpur University

HSC Board **2016 - 2018 PERCENTAGE : 69.68 %**
Progressive science junior college

CBSE Board **2015 - 2016 CGPA : 9.2**
Progressive english school

CERTIFICATION

Digital marketing course (Hubspot academy)
Whatsapp marketing and facebook marketing (Meta)
Lean six sigma Yellow belt (Anexas Europe)
Process Design Engineering (Sbt Technologies)