SUMITKUMAR BIDWE
CERTIFIED DIGITAL MARKETER

CONTACT

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🌐 Portfolio

CERTIFICATIONS

Advance Digital Marketing Program   PIIDM | Oct 2025 – Jan2026

Full Stack Web Development Internship Program   Edureka | 2024
Certificate-edureka

SKILL

- Social Media Optimization (SMO)
- Social Media Marketing
- Meta Ads (Facebook & Instagram)
- Search Engine Optimization (SEO)
- Google Ads (Search Campaigns)
- Canva (Creatives Designs)
- WordPress Website Design

TOOLS

- Meta Ads Manager
- Canva
- SEO Tools
- Google Analytics
- Publer
- Wordpress
- Mailchimp

EDUCATION

Master of Commerce (M.Com)
Dayanand College of Commerce, Latur 2016

Bachelor of Commerce (B.Com)
Specialization: Computer Applications
Dayanand College of Commerce, Latur 2013

ABOUT ME

Certified Digital Marketer with 6 months of internship experience in social media management, Meta Ads lead generation, SEO, and WordPress website design. Trained at PIIDM Pune with real project exposure in paid advertising, organic growth strategies, and website optimization. Passionate about performance marketing and data-driven growth.

EXPERIENCE

August 2025 – January 2026 (6 Months)

PIIDM | Pune

Digital Marketer Intern

- Managed business social media accounts
- Executed Meta Ads lead generation campaigns
- Assisted in Google Ads campaign Setup
- Performed on-page and basic off-page SEO
- Designed marketing creatives using Canva
- Built and managed WordPress websites

PROJECTS

● **Social Media Account Handling (2 Months)**

- Managed Instagram & Facebook business pages
- Created content calendars and scheduled posts
- Improved engagement through consistent posting
- Designed posts and stories using Canva

● **Meta Ads – Lead Generation (2 Months)**

- Created Facebook & Instagram lead generation campaigns
- Audience targeting and ad creative planning
- Monitored CPC, CTR, and lead quality
- Optimized ads based on performance

● **SEO Optimization Project (2 Months)**

- Conducted keyword research and competitor analysis
- Implemented on-page SEO (meta tags, headings)
- Improved website structure and content optimization
- Supported basic off-page SEO activities