

SUMITKUMAR BIDWE

Certified Digital Marketing Executive



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8793578767

[my_portfolio](#)



Results-driven Digital Marketing professional with 6 months of hands-on internship experience in social media management, Meta Ads, Google Ads, SEO, and creative design. Experienced in executing data-driven campaigns and improving online visibility for real business accounts.

Experience

Digital Marketing Intern
PIIDM , Pune | 6 Months

2025

- Managed Instagram and Facebook business accounts
- Planned and scheduled content calendars
- Designed ad creatives using Canva
- Executed Meta Ads for awareness and lead generation
- Assisted with Google Ads campaigns
- Performed keyword research and on-page SEO
- Created and managed websites using WordPress, including page creation, basic SEO setup

Skills

- Social Media Management
- Meta Ads (Facebook & Instagram)
- Google Ads (Display & Search)
- SEO (On-page & Off Page)
- Keyword Research
- WordPress Website Creation
- Canva Design
- Content Planning & Scheduling

Tools

Meta Ads Manager Google Ads Google Analytics Search Console Canva WordPress

CERTIFICATIONS

- Advance Digital Marketing Program , PIIDM (2025)
- Full Stack Web Development Internship Program (Edureka) (2024)
<https://www.edureka.co/lms/certificate/2a7c5a3166536db65f6a4424ed816369>

Education

SRTMU University , Nanded

- Bachelor of Commerce (Computer Application)
Dayanand Collage Of Commerce , Latur
- Master Of Commerce
Dayanand Collage Of Commerce , Latur

2013

2016