**Shobhit Shyam Pawar**

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**Career Objective**

Digital Marketer with 3+ years of experience in creating, maintaining and running successful digital marketing campaigns. Hands-on experience in Google Adwords, Youtube Marketing, Native Advertising and Leadsquared. Seeking to take the next career step with a respected organization.

**Key Skills**

* Computer proficiency with Advance Excel, MS Word, Powerpoint
* Google AdWords
* YouTube Marketing
* Native Advertising
* Leadsquared

**Academic Qualifications**

* 2017 – Bachelor of Management Studies (Marketing) from MMK College, Bandra West
* 2014 – Junior College – RD national College of Commerce, Bandra West

**Certifications**

* Present – Professional Certification in Product Management from SP Jain School of global Management

* Advance Diploma in Digital Marketing from DMTI Softpro

**Work Experience**

**November 2022 - Present**

Working as a Digital Marketing Executive at InCred Financial Services

**Responsibilities**

* Working on Leadsquared - CRM platform to run marketing campaigns and automation
* Working with the sales team to strategize and successfully run marketing campaigns

**February 2019 - April 2021**

Worked as a Digital Marketing Executive at Ketto Online Ventures Pvt Ltd.

**Responsibilities**

* Working on platforms such as Google Adwords, Times Colombia to promote the company’s products and services
* Create and implement paid display and remarketing campaigns to promote the company’s products
* Create and implement paid Youtube campaigns to promote the company’s products
* Hands-on experience on platforms such as Criteo and Adroll
* Optimise campaigns to improve conversions, cost per impression and cost per click.
* Coordinate with the creative team on the development of text and image ads.
* Ensure that digital campaigns meet budgets and ROI goals.
* Maintaining reports to understand the performance of the campaigns currently live on the platforms.

**Projects**

**July 2021 - October 2022**

Handling the digital marketing activities of Calibre Chemicals Pvt Ltd

**Responsibilities**

* On board an agency to execute the digital marketing plans envisioned by the company
* Be a point of contact between the company management and agency
* Monitor the activities of the agency and provide suggestions
* Provide suggestions to the company management regarding digital marketing activities
* Analyze monthly reports and performance of the agency and suggest improvements

**Internship**

**November 2018 - January 2019**

Worked for 12 weeks as a Digital Marketing Intern at Ketto Online Ventures Pvt Ltd.

**Responsibilities**

* Working on platforms such as Times Colombia to promote the company’s products and services
* Create and implement paid display and remarketing campaigns to promote the company’s products
* Optimize campaigns to improve conversions, cost per impressions and cost per click.
* Coordinate with the creative team on the development of text and image ads.
* Ensure that digital campaigns meet budgets and ROI goals.
* Maintaining reports to understand the performance of the campaigns currently live on the platforms.

**July 2018 -** Social Media Intern at K Media.

**Responsibilities**

* Handling the clients’ social media pages
* Coming up with innovative ideas to promote the clients’ products and services
* Regular posting on social media pages
* Handling the office staff and work process
* Ideating and executing graphic designs posts

**March 2016** - Worked for 12 weeks as a Business Development Intern in Fitternity.com.

**Responsibilities**

* Responsible for the personal trainer category – Pune city
* Identifying the prospective retail customers and developing a database
* Approaching the prospective customers through telephone seeking an appointment
* Meeting the concerned person and proposing the products
* Working closely with On-Boarding Department, Business Development Department and Marketing Department

**Personal Details**

Date of Birth: 23/01/1997

Marital Status: Single

Language Proficiency: English, Marathi & Hindi

**Hobbies**

- Dancing, Sports, Movies