



📍 Pune, India

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## PROFESSIONAL SUMMARY

Digital Marketing executive with 1+ years of experience in Digital Marketing and Content Writing. A Creative Thinker, Problem Solver & Team Player. Looking for Challenging and Creative role in reputed organization to utilize and grow my skills while contributing to the Organizational Goals and Growth. Open to enhance my knowledge by exploring new skills and responsibilities.

## CORE QUALIFICATIONS

- Digital Marketing
- Social Media Marketing
- Content Writing
- MS Excel
- Poster Making

## INTERESTS

- Poster Making
- Travelling
- Cricket
- Trekking
- Gaming

# Vishakha Gaikwad

## EXPERIENCE

May 2022 - Current

**Digital Marketing Team Lead at MOTM Technologies** | Pune, India

- Planning and Execution of SEO, SEM, Social Media and e-mail Marketing campaign strategies.
- Creating, Building and Maintaining Social Media Presence.
- Measuring and Reporting performance of all campaigns in relation to ROI and KPI.
- Create plans for material inclusion regarding Videos and Info-graphics for various Digital Channels.
- Collaborating with web designers to improve User Experience.
- Measure website performance using Google Analytics.

February 2021 - August 2021

**Digital Marketing Intern at MELBARR ITES Pvt. Ltd.** | Pune, India

- Writing blogs.
- Email marketing.
- Design landing pages
- Poster making.
- Data analysis.
- Lead generation through LinkedIn.

September 2020 - December 2020

**Content Writer at Career Mantra** | Pune, India

- Writing blogs on colleges & various institutions.
- writing blogs on competitive exams.
- Poster making.

June 2020 - August 2020

**Digital Marketing Intern at GTI software Pvt. Ltd.** | Pune, India

- Lead generation through LinkedIn.
- Marketing through social media.
- Blog writing, Market research & Poster making.

## EDUCATION

12/2018

**B.E** | Electrical Engineering

P.E.S. College of Engineering, Aurangabad, MH

11/2021

**MBA** | Marketing & Operation

Dr. DY Patil Institute of MCA and Management, Pune, MH

With focus on Digital Marketing, Social Media Marketing and MS Excel tool.

## CERTIFICATIONS

- Digital Marketing
- MS Excel

- Instagram Marketing
- SEO

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## LANGUAGES

**English:** C2  
  
Proficient

**Hindi:** C2  
  
Proficient

**Marathi:** C2  
  
Proficient

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## PERSONAL PROJECTS

- Market Research project on Covid-19 effect on Aviation Industry.