|  manoj chappalgaon | Bangalore, Karnatakamanojchappalgoan@gmail.com8147916974 |
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| Objective | As a Digital Marketing Executive with one year of experience, I have successfully managed and optimized online campaigns across SEO, content marketing, and social media to drive traffic and increase brand engagement. I am skilled in data analysis, using insights to continuously improve marketing strategies and achieve business goals. |
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| Skills  | * Google Ads, Facebook Ads, Instagram Ads
* Social Media Marketing & Content Strategy
* Email Marketing (Mailchimp, Sendgrid)
* Data Analysis (Google Analytics, Excel)
* Digital Campaign Optimization
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| Experience | digital marketing executivemay 2024 - Present* Managed and optimized paid advertising campaigns (Google Ads, Facebook Ads) to achieve target KPIs.
* Conducted keyword research, on-page SEO, and content optimization to improve organic search rankings.
* Assisted in the development of social media strategies, growing followers and engagement on platforms like Facebook, Instagram, LinkedIn, and Twitter.
* Analyzed marketing performance through Google Analytics and provided actionable insights to improve campaign effectiveness.
* Experienced in managing seller accounts on Amazon, Flipkart, IndiaMart and TradeIndia.
* Collaborated with the content team to develop blogs, landing pages, and website copy to enhance user experience and conversion rates.
* Stayed updated on industry trends and emerging digital marketing tools to enhance campaign strategies.
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| Education |

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| Course/Degree | Board | Percentage | Year of Passing |
| MBA | KSOU |   | Pursuing |
| BBA | RCUB | 70 | 2022 |
| PUC | KSEB | 76 | 2019 |
| SSLC | KSEB | 50 | 2016 |

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| Communication | As a freelance Digital Marketing professional, I help businesses enhance their online presence by developing and executing effective marketing strategies tailored to their specific goals. I specialize in SEO, SEM, social media management, and content marketing, driving traffic, increasing engagement, and maximizing conversions to ensure a strong return on investment.**Roles and Responsibilities:*** Conduct in-depth market research to understand client needs and target audience behavior.
* Design and implement data-driven SEO strategies to improve search engine rankings and organic traffic.
* Develop and manage paid advertising campaigns across platforms like Google Ads, Facebook, and Instagram to increase brand awareness and conversions.
* Craft compelling and engaging content for blogs, websites, and social media platforms to enhance brand voice and attract customers.
* Monitor and analyze digital marketing performance, providing detailed reports with actionable insights and recommendations.
* Build and manage social media profiles, creating content calendars and ensuring consistent brand messaging.
* Collaborate with clients to identify key performance indicators (KPIs) and adjust campaigns to meet their objectives.
* Stay current with digital marketing trends, tools, and technologies to deliver innovative and competitive marketing solutions.

**Clients:****Hajare Textiles , Hajare bazaar****Rajguru mart** **Interedwise Eduction Pvt.Ltd, Pune****Minaxi Silk House(New Store Promotion)** |
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**Declaration**
I hereby declare that the information provided above is true to the best of my knowledge and belief. I understand that any false information may disqualify me from consideration or lead to dismissal if hired.