| manoj chappalgaon | Bangalore, Karnataka  [manojchappalgoan@gmail.com](mailto:manojchappalgoan@gmail.com)  8147916974 |
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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 | |  |  |  |  | | --- | --- | --- | --- | | 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.