



Pawan Joshi

Digital Marketing Executive

INTRODUCTION

An enthusiast Digital Marketer and have a good knowledge of WordPress, SEO, Content writing, Social media marketing & advertising, E-commerce marketing, Google ads, Google analytics, Email marketing.

Looking forward for an opportunity to start my career in Digital Marketing.

CONTACT



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<https://www.ignitionmind.com>



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CORE COMPETENCIES

WordPress Site Setup Publishing Content Writing, Creative Designing

- Content marketing creation both short & long Form content assets.
- Use Canva to create social media post.
- Use video animation tools for 2D & 3D.

Search Engine Optimization

- Routine site audit.
- Site improvement & rectification. Google search console.
- Maintain blogs.
- Keyword analysis.
- Maintaining On-Page & Off-Page SEO.
- Monthly report on keyword ranking and overall site performance. Google Analytics

E-Commerce Marketing

- Club with Amazon Associate Program.
- Used WooCommerce Plugin to optimize my online store.
- Create product categories, add products on my online store.
- Create product title, description in bullet points, additional information about product, optimize images of the product, mention price etc.
- Use keyword tool dominator for key keyword research.

TOOL USED

- WordPress
- Yoast tool for SEO
- Canva
- Uber-suggest
- Mailchimp
- Google keyword planner
- Google search console
- Google analytics
- Grammarly
- WooCommerce

HOBBIES

- Browsing on internet to get updated with current affairs and issues.
- Blogging & Vlogging.
- Social Media Community Building.
- Reading Digital Marketing Articles.

OTHER INFORMATION

- Gender: Male
- Marital Status: Single
- Language Known: English, Hindi, Punjabi

Social Media Marketing

- Publishing according to the social media marketing calendar (Facebook, Twitter, LinkedIn, Instagram).
- Create and manage engaging content for all social media platforms.
- Reply to comments & messages.

Email Marketing

- Write emailers and subject line.
- Using various templates for crating email.

Work Experience/

- Designation: Intern
- Duration: July 2020 to Present date
- Company: Ignition Mind

Certification

- Advance Digital Marketing Certified from CIIM Chandigarh.
- Advance Google Analytics.
- Google Ads Certified (Search, Display, Video, Shopping, App)
- Content Marketing Certified by HubSpot.
- Social Media Marketing Certified by HubSpot.
- Email Marketing Certified by HubSpot.

Academic Credential

- MBA (Marketing, HR) 2019 from Chandigarh Group of Colleges, Landran.
- B-Tech (Mechanical Engineering) from Surya School of Engineering & Technology.
- Diploma (Electrical Engineering) from Chandigarh Engineering College, sector-26, Chandigarh.
- High school (CBSE) from DAV. Sr. Sec School, Sector-8, Chandigarh.