JYOTSNA PACHAVANE
Aspiring Digital Marketer
+91 7208422875 |LinkedIn |jyoyo2928@gmail.com

About: -

To secure a position at a company where I can grow myself and to work in a dynamic environment that enables me to utilize my knowledge and learn new things. I want to be an expert at my position to achieve my goals.

Skills: -

Technical Skills	Soft Skills	Google Certifications
Search Engine Optimization	Problem Solving	Google Analytics Individual Qualification
Social Media Marketing	Decision Making	Google Ads Display
Online Reputation Management	Leadership	Google Ads Video
E Mail Marketing	Public Speaking	Google Ads Search
Microsoft Excel, Power Point, Word	Creativity	Google My Business
E Commerce	Have patience.	Fundamentals Of Digital Marketing
Search Engine Marketing	Adaptability	HubSpot Inbound

Education: -

School/College Name	Course	Year of Passing	Percentage
Imarticus Learning	Post-graduation in digital marketing	2022	103/125
Shushila Devi Deshmukh college	Bachelors in Management marketing	2017-18	44.27%
Hindmata junior college	Higher Secondary School Certificate	2014-15	54%
Lions pioneer high school	Senior Secondary School Certificate	2012-13	70.36%

Additional Certifications:-

- Certificate in MS-CIT from MKCL Institution in 2013
- Completed Tally ERP 9 from MKCL Institution 2015
- Marathi typing in typewriter
- English typing with 30 words per minute (WPM)
- Advance Excel
- BFSI-BDE course certificate

Academic and Extracurricular Activity:-

- Intra college drama
- Participate in NSS
- BFSI-BDE COURSE
- Attend workshop Japanese learning

Work Experience: -

Designation:	**Retail sales executive (May2018-Mar2020)**
Company:	**Abhinava enterprises**
Role & responsibility:	Doing Xerox, Making Pan and Adhar Cards, Apply Passport, E- Governments Seva, Selling Insurance, Booking Bus-Train-Flight Tickets.

Designation:	**Entry Level Geographer (Sep2021-Mar2022) contract base**
Company:	**Here Technology**
Role & responsibility:	Contributed to centralized GIS portal and ArcGIS database, correctly inputting data on new job sites and revising data on changing conditions. Combined remotely collected and on-site data acquisition to generate unified geographic mapping information. Provided technical recommendations and support documentation to aid in GIS process improvement.

- Work on GTC (Ground Truth Collection) we collect sign boards on the road creating groups of them or classification.

CAPSTONE PROJECTS:

Project Title:	**"A study on Banker's Lab"**
Project Outcomes:	• Analyzing and suggesting ways to Improve the Website performance of Banker's Lab • Analyzing and suggesting ways to improve Twitter Marketing for Banker's Lab

Project Title:	**"A study on The Machan"**
Project Outcomes:	• Analyzing and suggesting best SEO practices for the Machan's website in order to appear on the first page of SERP • Driving Sales leads through social media • Increasing weekly review

Project Title:	**"Media Planning for Lenskart"**
Project Outcomes:	• Allocating budget of 3 Crore for October-March • Target group analysis and keyword Research & Planning • Identifying Media channels and allocating the budget to each channel. • Finding the estimates of the budget allocated to media channels and activities

Personal information

Address: -	**Thane (w) Belapur road Digha Navi Mumbai 400708**
Father name: -	**Rajan Pachavane**
Date of birth: -	**29-sep-1996**
Language known: -	**Marathi, Hindi, English**