



SHUBHANGI SAWANT

Digital Marketer

About Me

My Contact

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I consider my leadership skills to be one of my greatest strengths. During my time as a department head, I merged two teams. I am very honest. When I feel that my workload is too large to accept another task, or I don't understand something, I always let my supervisor know.

Hard Skill

- Graphic Design
- Excel
- Microsoft office
- Microsoft power point
- Tally ERP 0.9
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Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Education Background

- Completed Digitak marketin in 2023
- graduation completed in 2015
- SSC completed in 2010

Skills

SEO-Search engine optimization

On page

- Programming HTML
- Run PPC campaigns to enhance the revenue of the business
- Aware of site structure and technical SEO
- Constantly track rankings
- Develop and integrate the strategies for content marketing
- Drive traffic to a website
- Monitor the algorithms set by various search engines.

Off page

- Secure valuable backlinks.
- Be more active on social media.
- Guest post on third-party websites.
- Spend more time in comment sections.
- Consider investing in local SEO.
- Post on forums.
- Build trust

Social Media Marketing

- Build and manage the company's social media profiles and presence including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant
- Create shareable content appropriate for specific platforms to drive traffic and customer engagement
- Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences
- Run regular social promotions and campaigns and track their success
- Track, measure, and analyze all initiatives to report on social media ROI

google analytics

- Measuring Your Data.
- Understanding Data Processing.
- Making Custom Reports.

Work Experience

Work at home credit finance LTD in collection
Dpartment 2015-2023

Email marketing

- Manage and build overall email marketing strategy
- Analyze data to get smart insights
- Develop a lead generation strategy

Certifications

- Google my businss
- Google analytics
- Google Ads Search
- Google Ads Video Advertising
- Google Ads App
- Certifications Social Media marketing
- Certificate(Issued by hubspot Academy 2023)

