





Poonam Kashide

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Professional Summary

Performance-driven Digital Marketing Executive with 2+ years of experience in lead generation, paid media, and SEO. Skilled in Google Ads, Meta Ads, GA4, GTM, and Data Studio, with a track record of boosting leads by 25%, reducing CPL by 18%, and building high-converting landing pages using HTML/CSS/JS. Combines technical expertise with marketing strategy to drive measurable business growth.

Professional Experience

Freelance Digital Marketer

Oct 2024 – Present

Remote

- Developed and optimized business websites with 90+ Page Speed scores, enhancing user experience.
- Launched SafePower Electricals' website, generating 40% more local inquiries.
- Conducted SEO audits, increasing impressions by 35% in 2 months.
- Designed keyword-driven funnels, improving conversions by 12%.

Digital Marketing Executive

Jan 2023 – Sep 2024

PLH, Pune

- Increased lead generation by 25% and reduced CPL by 18% via optimized Google & Meta Ads campaigns.
- Designed and optimized responsive landing pages, achieving 20% higher conversion rates.
- Implemented GA4 & GTM tracking, improving budget allocation by 15%.
- Created compelling ad creatives in Canva, boosting CTR by 22%.

Projects

Real Estate Lead Funnel

- Boosted leads by 25% and conversions by 15% with optimized Google & Meta Ads + landing pages.

Social Media Campaign

- Generated **100+ qualified inquiries** and engaged **500+ targeted users** through content + paid ads strategy.

Education

B.E. in Electrical and Electronics Engineering

Nov 2020

MIT, Aurangabad

Certifications

Diploma in Full Stack Python | Firstbit Solutions

Dec 2022

React Training | Internshala

Aug 2022

Foundations of Digital Marketing | Hubspot Academy

Nov 2021

Skills

Marketing Tech: Google Ads, Meta Ads, PPC, SEO, SEM, GA4, GTM, Google Search Console, Meta Pixel

Web Development: HTML, CSS, JavaScript, React, Bootstrap, Django, MySQL

Design & Tools: Canva, Figma, Photoshop, Git/GitHub, VS Code

Additional Experience

Electrical Contractor | Poonam Electricals

Jan 2025 – Present

- Obtained an Electrical Contractor License from the Government of Maharashtra.
- Currently renting license to contractors, generating consistent commission-based income.
- Managed freelance projects alongside digital marketing work.