

# Apoorva Chavan

## Digital Marketer

### PROFILE

To work in a stimulating environment where I can enhance my knowledge & skills to serve the organization to the best of my efforts.

### LANGUAGE

English | Hindi | Marathi

### SKILLS

Social Media handling | Social Media Advertising | WordPress | Youtube Marketing | Strategy Planning | Copywriting | Content Research & Development | Google adword | | SEO | Influence Marketing

### CONTACT

☎ 7385822474

✉ apoorvachavan111@gmail.com

🌐 @apoorva-chavan

🏠 Aditya Nagar, Vijapur Road,  
Solapur, 413004



### ACADEMIC HISTORY

**Bharati Vidyapeeth, Solapur**

*MBA in Marketing and Finance*

2019-2021 | Pursuing

**Bharati Vidyapeeth, Solapur**

*BBA in Marketing*

2016-2019

### VALUE ADDED COURSES

**Pooinfotech, Solapur**

*Digital Marketing*

2020

**INIFD, Solapur**

*Fashion Designing*

2016-2017

**Kamini Gandhi Institute Fashion Designing, Solapur**

*Fashion Designing*

2015-2016

# EXPERIENCE

## Pooinfotech

### *Digital Marketing Executive*

#### ***Roles and Responsibilities***

##### *Social Media Optimization*

- Managed social media accounts and created post for daily posting for Instagram, Facebook, Twitter, LinkedIn & Pinterest.
- Monitored and scheduled Social Media activity
- Developed online marketing campaigns.
- Developed Social media monthly reports to monitor the effectiveness of online campaigns.

##### *SEO – Search Engine Optimization : ON-Page Optimization*

- Keyword Research : Researching the Best Keywords using tools like Word Tracker, Keyword Discovery, Google Ad words Keyword Tool etc., with Less Competition and High Search Volume for Ranking of Website.
- Keyword Finalization : To come up with the final list of keywords which we will target on the Website.
- Competitor Analysis : Competitor Analysis on What Keywords the Competitors are Using.
- Checking Keyword Density : Check the Overall Density of the Keywords on the Site.
- Meta Tag Creation : Creating Meta Tags for the site which includes : Page Title, Description, Keywords, H1, H2 and H3 Tags, Alt Tags Optimization.

##### *OFF-Page Optimization*

- Article Submission, Business Listings, Classified Ads, External Blog Submission, Guest Blog Submission, Image Submission, Video Submission, Press Release Submission, PPT/PDF Submission, QA Sites, Social Bookmarking.

##### *Youtube Marketing*

- Creating clickbait thumbnail
- Tag research using ahrefs, vidIQ, youtube search
- Creating engaging and SEO optimized description
- Adding relevant iCards and end screen to the video
- Creating google ads for the video
- Monitored and scheduled youtube videos

##### *Content Marketing*

- Researching trends related to the field.
- Integrating keywords into strategy and evaluating the effectiveness.
- Creating engaging and original blog posts, emails, and social media posts targeted to audiences based on current trends.
- Using tools like quora.com to find out what questions your audience is asking and develop content to answer those questions

##### *PPC (Pay Per Click)*

- Google Ad words Campaign Creation, Preparing Ad Text (Title, Description, and Display URL) etc.

##### *Google Analytics*

- Generating Reports for Traffic Analysis, Website Performance over the Globe & Scenario Analysis using Google Analytics and also preparing Executive level Reports by Importing External Data in MS Excel. Integration of AdWords with Google Analytics.

##### *Reporting and Monitoring*

- Weekly monitoring of the sites ranking, Keyword Ranking on search engines.
- Weekly Traffic Check through Google Analytics.
- Content crating for Social media posting and blog writing.