

# SIDDHANT GANGAWANE

## Digital Marketing Specialist

Aspiring Social Media Executive with experience in creating and managing online content. Skilled in writing engaging posts, analyzing data, and building connections with followers. I aim to help brands connect authentically with their audience. Seeking an opportunity to grow and contribute my skills in a dynamic organization.

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Seawoods, Navi Mumbai, India

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## WORK EXPERIENCE

### Jr. Social Media Executive Relligio

01/2024 - Present

Digital marketing agency

#### Achievements/Tasks

- Managing social media handles of various clients
- Creating content, creatives, social media calendar, blogs
- Successfully run Meta ads through Ads Manager

### Digital Marketing Executive Calibre Placements And Training Counsultancy

10/2022 - 12/2023

#### Achievements/Tasks

- Created GMB listing for the company
- Created smart flyers regarding training programs for the company
- Telemarketing - Contact and appraise candidates for appropriate job openings

## EDUCATION

### P.G course in Digital Marketing Imarticus Learning

09/2022

Thane

Project Sunshine - Online Maternity and Kids Wear

- Did SEO optimization for the website
- Created a content calendar for social media platforms
- Allocated the budget for brand awareness and consideration, and also driving acquisition
- Shortlisting influencer who can help with brand awareness

### BE in Information Technology RAIT

07/2021

Nerul, Navi Mumbai

## SKILLS

Digital Budget Planning and Strategy

Leadership

Media Planning

Problem Solving

Social Media Marketing

Time Management

Teamwork

## TOOLS

### Automated Marketing Software

Google My Business, Google Ads, Meta Ads, Dux Soup

### Design

Canva, Photoshop

### Email Marketing

Brevo, Mailchimp

### SEO

Google Keyword Planner, Google Trends, Google page speed insites

### Website Building

GoDaddy, WordPress

## LANGUAGES

### English

Full Professional Proficiency

### Hindi

Full Professional Proficiency

### Marathi

Full Professional Proficiency

## INTERESTS

Football

Music

Photography