

PAWAN KUMAR

DIGITAL MARKETER

CONTACT

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EDUCATION

- 2012 - 2014
SIKKIM MANIPAL INSTITUTE
 - Master of Computer Applications (MCA) (Dropout)
- 2007 - 2010
MAHARAJA GANGA SINGH UNIVERSITY
 - Bachelor of Arts (BA)

SKILLS

- Google Analytics, SEMrush, Ahrefs, Search Console
- WordPress, CMS Platforms, Chatbots
- Shopify Management
- ROI / ROAS Optimization
- Time Management
- Leadership
- Client Relationship Management
- Conversion Rate Optimization (CRO)
- WhatsApp Marketing (Doubletick)

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Punjabi (Basics)

PROFILE

Digital Marketing professional with 14 years of experience in SEO, performance marketing, Google Ads, Meta Ads, and e-commerce growth. Skilled in campaign optimization, Shopify sales tracking, conversion rate optimization, WhatsApp marketing automation, and analytics. Experienced in managing advertising budgets, improving ROAS, generating leads, & driving revenue through data-driven digital marketing strategies.

WORK EXPERIENCE

- Homemonde Lifestyle** (Jaipur) Dec'2025 - Apr'2026
Digital Marketing Manager
 - Planned and optimized Google Ads and Meta Ads campaigns.
 - Tracked daily sales, orders, revenue, and performance reports through Shopify.
 - Managed WhatsApp marketing automation using DelightChat.
 - Monitored daily orders and coordinated dispatch with the logistics team.
 - Analyzed campaign performance, ROAS, and conversion metrics.
 - Coordinated marketing activities to drive e-commerce sales and business growth.
- iae GLOBAL India** Jan'2024 - Dec'2025
Senior Digital Marketing Specialist
 - Managed comprehensive digital marketing strategies, including SEO, PPC (Meta Ads)
 - Increased organic traffic by 120% through improved search rankings.
 - Collaborated with graphic designers & content creators to execute campaigns.
 - Managing WhatsApp marketing using DoubleTick Webtool.
- Shri Bhagwati Machines Pvt. Ltd.** Mar'2023 - Oct'2023
Digital Marketing Manager
 - Managed SEO, PPC campaigns, and social media content creation.
 - Developed and executed online marketing strategies to drive results.
 - Coordinated with graphic designers, developers, sales teams, and content creators for seamless project execution
- 9ZMedia** Feb'2014 - Nov'2021
Founder & Digital Marketing Strategist
 - Engaged directly with clients to discuss business goals & craft tailored strategies.
 - Collaborated closely with the SEO and PPC teams to execute impactful marketing campaigns.
 - Secured new clients while fostering strong, long-term partnerships.
 - Effectively led and motivated a team of 4-5 members to achieve exceptional results.
- New Vision Digital** Apr'2013 - Oct'2013
SEO Team Leader
 - Manage client accounts with customised strategy, relationship development, and measurable outcomes in conjunction with the SEO and PPC teams.
 - Led a dynamic team of 3-4 members to ensure seamless execution of projects and delivery.
- Techmagnate** Mar'2011 - Mar'2013
Sr. SEO Executive
 - Promoted to Senior SEO Executive within 1.10 years.
 - Conducted off-page activities, technical website analysis, & error rectifications.

***I hereby certify that the above-given data are true and correct to the best of my knowledge and belief.*