

Punit Agarwal

Sr. Digital Marketing Trainer

More than 7 years of experience in the digital industry. Involved in paid media campaigns on platforms like Google, Social Media. I also have a good hold on Search Engine Optimization.



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05 March, 1982

linkedin.com/in/trainerpunit

SKILLS

Training

PPC

Social Media Marketing

Email Marketing

Google Display Ads

Wordpress

SEO

WORK EXPERIENCE

Sr. Trainer Digital Marketing

DIDM (Delhi Institute of Digital Marketing)

06/2022 - Present

Mumbai

Achievements/Tasks

- Providing Training on Search Engine Optimization to understand SERP Algorithms
- Training on Google Search and Display Ads to run lead generation campaigns
- Imparting Training on Social Media Marketing
- Training Students on Communication Skills

Sr. Analyst (Digital Marketing)

Infocus Technologies (PWC Client)

09/2021 - 02/2022

Work From Home

Managed Prabhasakshi News Website as a PWC Client for digital campaigns

Achievements/Tasks

- Creating, Managing & Social Media Strategy for Prabhasakshi
- Influencer Collaboration to amplify reach of the news website
- Performing theme-based keyword research & analysis for content creation on trending topics
- Assisted graphic designers to design compelling ad copies for better CTR & Impression Value
- Maintaining and monitoring of keyword bids, daily and monthly budget caps, impression share and other important account metrics
- Managed social media paid campaigns with a budget of 5 lacs per month
- Monitor and analyze the reporting of paid search and digital media campaigns
- Trained Interns and Freshers joining the digital marketing team
- Manage a variety of video campaigns with a budget of 10 Lacs per month

WORK EXPERIENCE

Head Of Digital Marketing

RAHUL EDUCATION

08/2019 - 06/2020

GROUP OF SCHOOL & COLLEGES

Bhayander

Achievements/Tasks

- Managed & guided a team of 8 people
- Promoted brand value of the organization with various digital campaigns.
- Personally managed and trained Students on Digital Marketing
- Improved time spent on sites, by optimizing site design and content
- Manage a variety of digital media campaigns (including paid search, display, video and mobile) and develop strategies and tactics for various courses
- Day to day implementation of paid search tactics that include keyword development, budget allocation, as well as campaign optimization, planning, negotiating, and executing digital media campaigns based on client objectives.
- Monitor and analyze the reporting of paid search and digital media campaigns.
- Perform daily campaign management of multiple institutes
- Trained more than 125 students on digital marketing

Sr Digital Marketing Executive

Solution InfoTech

11/2014 - 07/2019

Digital Marketing Agency

Nalasopara

Achievements/Tasks

- Keyword Research for SEO Projects
- Perform SEO Analysis
- Assisting in Content Development w.r.t SEO
- Optimizing Social Media Pages & Maintaining them
- Assisted HR in Recruitment
- Trained New Joinee on companies SAAS product
- Trained Interns on Digital Marketing

Contact : Raj Trivedi - 7715911896

Client Relationship Manager

Dux Electricals

09/2008 - 10/2014

Electrical Equipment Vendor

Bhayander

Achievements/Tasks

- Preparing team performance reports
- Provide feedback and help the under-performers to improve in the future by identifying their weak points and helping them overcome their difficulties.
- Trained Freshers for Sales Process and Client Management

EDUCATION

Diploma in Business Administration

Welingkar's Institute of Management

01/2011 - 01/2012

4.0 / 5.0

Bachelors of Commerce

Bachelors of Commerce

07/2001 - 06/2002

SEC / 4.0

LANGUAGES

English

Full Professional Proficiency

Hindi

Professional Working Proficiency

Marathi

Professional Working Proficiency

Gujarati

Full Professional Proficiency

INTERESTS

Music

Biking

Travelling

CERTIFICATES

Google Ads (06/2021 - 06/2022)

Passed Google Ads Fundamental and Search Certification.