PANKAJ GODHWANI

Jaipur | +919588241592 | godhwanipankaj4@gmail.com | Linkedin | Portfolio

SUMMARY

Digital marketing expert with practical experience in managing campaigns, teams, and WordPress/Shopify platforms. Proficient in SEO, analytics, project coordination, and promoting digital growth.

PROFESSIONAL EXPERIENCE

Betasaurus Marketing LLP **March 2022 - May 2022**
Digital Marketing Intern

- Shopify & WordPress Management and Development
- SEO Strategy, Planning & Research (On-Page and Off-Page)
- Execution of Day-to-Day Digital Marketing Operations

Betasaurus Marketing LLP **June 2022 - Dec 2023**
Digital Marketing Strategist

- Achieved 170% increase in followers by planning data-driven social media campaigns.
- Executed targeted strategies to enhance brand visibility across various social media platforms.
- Developed a comprehensive 300+ page university website, significantly improving user engagement and navigation.
- Increased website traffic by 200% through optimized content and design enhancements.

Betasaurus Marketing LLP **Jan 2023 - Present**
Marketing Manager

- Achieved improved performance through 30+ campaigns for various eCommerce brands.
- Enhanced keyword rankings by 4 positions through effective SEO strategies.
- Managed a 20+ member team across multiple marketing channels for seamless operations.
- Strategized paid advertising campaigns for various e-commerce brands, achieving a peak ROAS of 7x with an average ROAS of 4x.

SKILLS

- WordPress, Shopify, SEO Optimization, Campaign Management, Google Analytics, Looker Studio, Social Media Planning, SEMrush, Marketing Automation

EDUCATION

Digital Marketing Certification **2021-2022**
Digiperform Jaipur

Master of Business Administration (MBA **2019-2021**
Compucom Institute Of Technology And Management