

# SALONI P. PARDESHI

## DIGITAL MARKETER

### CONTACT



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Pune, Maharashtra

### Personal Details

**Date Of Birth:**

09.08.2004

**Nationality:**

Indian

**Gender:**

Female

**Martital status:**

Unmarried

**Languages:**

English, Hindi & Marathi

**Soft skills:**

Good communications, Self-motivated

**Hobbies:**

Travelling, Music

### TECHNICAL SKILLS

Email Marketing

WhatsApp Marketing

E-commerce

Social media marketing

### OBJECTIVE

A digital marketer with skill sets in different areas of campaigns and strategy, conversion optimization, social media marketing, email marketing, WhatsApp marketing, content marketing, and e-commerce marketing.

### PROFESSIONAL SUMMARY

- Promozie Media Solutions – Digital Marketing Intern (December 2023 – Jun 2024)
- White Warbler Communications – Digital Marketing Executive (Jul 2024 – Present)
- Bachelor in Business Administration (Computer Applications)
- Strong background in SEO, social media management, e-commerce ads, influencer marketing, and WhatsApp marketing.

### PROFESSIONAL EXPERIENCE

#### White Warbler Communications (Jul 2024 – Present)

- Executed social media and website campaigns for multiple brands.
- Handled WhatsApp marketing campaigns via AiSensy.
- Managed e-commerce advertising campaigns to drive sales.
- Increased client sales through targeted influencer marketing.
- Improved client website traffic through strategic campaigns.
- Increased website traffic by 15% and generated quality leads.

#### Promozie Media Solutions (Dec 2023 – Jun 2024)

- Led and developed digital marketing campaigns for various clients.
- Managed and maintained social media accounts, achieving higher engagement rates.
- Oversaw SEO projects and managed social media clients effectively.

### EDUCATION

Bachelor in Business Administration (Computer Applications) – [University Name]

HSC – Commerce – Maharashtra State Board

SSC – Maharashtra State Board

### DECLARATION

I hereby declare that the above information is correct to the best of my knowledge and I bear responsibility for the accuracy of the above-mentioned particulars.