



# SIDDHANT MAHAJAN

## Digital Marketer

### CONTACT

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### EDUCATION

- Dr. D. Y. Patil Vidyapeeth, Pune
  - Bachelors In International Business Management
- Maharashtra State Board of Higher Secondary Education, Pune
  - Higher Secondary

### CERTIFICATIONS

- Young Urban Project
  - Certificate of Advanced Digital Marketing
  - Completed in 2026
- Young Urban Project
  - Certificate of Facebook & Instagram Ads
  - Completed in 2026

### PERSONAL SKILLS

- Positive Attitude
- Creative Mindset
- Ability to learn more - educate more
- Creative designer
- Canva designer
- AI Prompts Generation

### SKILLS

- Social Media Advertising
  - Facebook & Instagram Ads
- Social Media Marketing
  - Facebook & Instagram
  - Linkedin
- Search Engine Optimization (SEO)
  - Keyword Research
  - Blog Structure
- Search Engine Marketing (SEM/PPC)
  - Google Advertising
  - Keyword Research
  - Keyword planning
- Content Marketing
  - Strategic Funnel Building
  - Strategy Architecture
  - Persona / personalization
- Email Marketing
  - Lead Magnet
  - Lead Nurturing
  - Database building
- Marketing automation
  - Lead Nurturing
  - Architecture Workflows
  - Segmentation
- Landing Page Creation
- WordPress Website creation

### ABOUT ME

I am a Results-driven Digital Marketer with a strong foundation in Social Media Advertising, SEO, and Analytic Skills.

Skilled in creating data-driven campaigns across platforms like Facebook, Instagram, LinkedIn, and Google Ads.

Experienced in funnel building, audience targeting, and marketing automation to drive lead generation and business growth.

**Passionate about leveraging AI tools to optimize workflows, enhance campaign performance, and deliver measurable results.**

A creative thinker with a continuous learning mindset and a keen eye for design and strategy.

### EXPERIENCE

#### **Business Development & Digital Support [2021 - 2023]**

- Supported online presence and social media content, contributing to brand visibility and engagement
- Assisted in client acquisition through lead handling, follow-ups, and communication support
- Contributed to marketing materials, content planning, and client presentations, enhancing brand positioning