



SIDDHARTH PAWAR

Digital Marketer &
E-commerce executive

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SKILLS

- E-commerce Platform Management
- Facebook Ads
- Amazon Ads
- Social media marketing
- E-mail Marketing
- What's App Marketing

COURSES

- Digital Marketing
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Experience

✦ Beautymanntra

Mar 2024- Present

• SOCIAL MEDIA MARKETING

- Manage and maintain social media accounts on Facebook and Instagram.
- Respond promptly and professionally to comments, messages, and mentions.
- Plan and run paid social media ad campaigns to target specific audiences.
- Work with design and content teams to create high-quality visuals.
- Develop engaging content for social media, including posts, images, videos.
- Track ad performance, adjust budgets, and optimize campaigns for better results.

• Email Marketing

- Developed and executed targeted email campaigns to promote special offers, resulting in increased customer engagement and sales. Proficient in using email marketing tools like Mailchimp and HubSpot.

• WhatsApp Marketing

- Implemented WhatsApp marketing strategies to reach customers directly, driving offer awareness and enhancing customer relationships through personalized messaging.

• Influencer Marketing

- Collaborated with influencers to promote products and special offers, effectively increasing brand visibility and driving sales through social media platforms.

EDUCATION

Bachelor of engineering

RKDF University
2021 - Present

LANGUAGE

- Hindi
- English
- Marathi
- Gujarati

Exact Ecom

Sep 2023 - Mar 2024

E-commerce Executive

- Manage Amazon Seller Account and company website.
- Create and optimize product listings on the website and Amazon.
- Encourage positive reviews and maintain a good reputation on the platform.
- Make changes to the website, including design updates, theme adjustments, and Blog content.

Social Media Marketing

- Manage and maintain social media accounts across platforms such as Facebook, Instagram.
- Monitor and respond to comments, messages, and mentions in a timely and professional manner.
- Plan and execute paid social media advertising campaigns to reach targeted audiences.
- Collaborate with design and content teams to ensure high-quality visuals
- Create engaging and relevant content for various social media platforms, including text, images, videos, and infographics.
- Monitor ad performance, adjust budgets, and optimize campaigns for better results.

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Jun 2022- Aug 2023

E-commerce Executive

- Handling Amazon, Flipkart, Tata 1mg, and other e-commerce Seller Accounts.
- Monitor inventory levels to ensure products are in stock and available for purchase.
- Create Various Product Listing & Listing Optimizing.
- Encourage positive reviews and manage reputation on the platform.
- Monitor competitor activities and pricing strategies on Amazon.
- A+ Content Creation.
- Manage PPC campaigns & Promotion.
- Collaborate with marketing teams to create strategies for increasing brand visibility on Amazon.
- Handling Customer support.

• Social Media Marketing

- Create, schedule, and manage content across various social media platforms to increase engagement
- Collaborate with design and content teams to produce high-quality visuals.
- Respond to customer inquiries and comments on social media, fostering positive relationships with the audience.
- Work closely with the marketing team to develop and execute integrated marketing campaigns.

• DPB products

Jan 2022- Jun 2022

• E-commerce Executive

- Handling Amazon,Seller Accounts.
- Create Various Product Listing.
- Handling Customer support