

Ramesh Sudhir Pawar

DIGITAL MARKETING EXECUTIVE

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Portfolio: <https://ramesh-abc.github.io>

SUMMARY

Marketing Fresher with knowledge of digital marketing, social media marketing, branding, market research, customer engagement, and promotional strategies. Skilled in communication, content creation, campaign coordination, and basic marketing analytics. Seeking an opportunity to begin a professional career in marketing and contribute to business growth through creative and strategic marketing activities.

CORE SKILLS

Digital Marketing | Social Media Marketing | Content Marketing | Email Marketing | Search Engine | Optimization (SEO) Basics | Canva | MS Excel | MS Word | MS PowerPoint | Market Research | Branding & | Promotion | Customer Relationship Management (CRM) Basics | Communication & Presentation Skills | Data Analysis Basics

WORK EXPERIENCE

MARKETING INTERN

VS Software Lab | Jun 2025 - Dec 2025

- Completed 6 Months Internship as Marketing Intern.
- Assisted in social media management and promotional activities.
- Helped create marketing content and campaign materials.
- Supported customer engagement and lead generation activities.
- Participated in market research and competitor analysis.
- Assisted in preparing marketing reports and presentations.

PROJECTS

SOCIAL MEDIA MARKETING CAMPAIGN

Technologies / Tools: Canva, Instagram, Facebook

- Created social media posts and promotional content for brand awareness.
- Planned marketing strategies to increase audience engagement.
- Analyzed basic campaign performance and customer interaction.

MARKET RESEARCH PROJECT

Technologies / Tools: MS Excel, Google Forms

- Conducted market surveys and collected customer feedback.
- Analyzed customer preferences and prepared reports.
- Presented findings and recommendations based on collected data.

EDUCATION

MBA IN MARKETING (2026)

Pune College of Management | 9.0 CGPA

BBA IN MARKETING (2024)

Pune College of Management | 8.9 CGPA

12TH HSC - PUNE UNIVERSITY (2020)

Pune College | 80%

10TH SSC (2018)

Pune College - Pune University | 85%

CERTIFICATIONS

- Digital Marketing Certification - June 2023
- Social Media Marketing Certification - December 2022
- SEO Basics Certification - March 2022
- MS Excel Certification - January 2022

ACHIEVEMENTS

- Successfully completed marketing-related academic projects.
- Participated in marketing events
- workshops
- and seminars.
- Developed promotional and branding content for projects and campaigns.

LANGUAGES

English | Hindi | Marathi