



Pranay Lonkar

Certified Digital Marketer

SUMMARY

MBA (Marketing & HR) postgraduate with a strong academic foundation in brand management, consumer behavior, and marketing strategy. Certified as Digital Marketer with practical knowledge of website content creation, Search Engine Optimization (On-Page SEO, Off-Page SEO, and Technical SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), and Social Media Optimization (SMO). Proficient in digital marketing tools including Google Keyword Planner, Google Analytics, Google Search Console, WordPress, Canva, Blogger, and other industry-relevant tools. Detail-oriented, analytical, and highly motivated fresher seeking an entry level Digital Marketing role to support digital campaigns, enhance online visibility, and contribute to business growth.



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At Post Malegaon, Baramati, 413115 Pune

SKILLS

Search Engine Optimization (SEO)
Social Media Marketing (SMM)
Social Media Optimization (SMO)
Search Engine Marketing (SEM)
Content Creation
Communication
Time Management

TOOLS

WordPress	Canva
Google Keyword Planner	VN editor
Google Analytics	Semrush
Google Search Console	Ahrefs
Facebook Ads Library	Pingdom
Facebook Ads Manager	
Blogger	
Buffer	

LANGUAGE

English
Hindi
Marathi

HOBBIES

Swimming
Photography
Videography
Rituals

EDUCATION

DotcomVidya Institute of Digital Marketing

Course of Digital Marketing Professional
(Oct-2025 to Dec-2025)

Savitribai Phule Pune University, Pune

MBA with Marketing (Major) and HR (Minor)
Specialization 2023 - 2025

Mahatma Phule Krishi Vidyapeeth, Rahuri

BSC - Agriculture Business
Management 2019 - 2023

Shardabai Pawar Vidya Niketan School and Junior

College, Baramati

HSC - 2017 - 2019
SSC - 2016 - 2017

INTERNSHIP EXPERIENCE

Greenworld Agrotech Ltd. (June - August 2024)
Maharashtra Agro foods (January - February 2023)
Morgaon Agro Producer Company. Ltd (November - December 2022)

CERTIFICATIONS

Advanced Digital Marketing Course
Diploma in Marketing Management
Customer Relationship Management
Advanced Excel
Retail Management
Sales Management