



Pranay Lonkar

Certified Digital Marketer

SUMMARY

MBA (Marketing & HR) postgraduate with a strong academic foundation in brand management, consumer behaviour, 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). Efficient 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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SKILLS

- SearchEngine 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
- GoogleSearch Console
- Ahrefs
- Facebook Ads Library
- Facebook Ads Manager
- Google Ads
- Blogger

LAN GUAGE

- English
- Hindi
- Marathi

HOBBIES

- Swimming
- Photography
- Videography
- Rituals

EDUCATION

Dotcom Vidya 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 EXPERIANCE

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

CERTIFICATIONS

- Advanced Digital Marketing Course
- Google Certifications related to Digital Marketing
- Diploma in Marketing Management
- Customer Relationship Management
- Advanced Excel
- Retail Management
- Sales Management