

# VARSHA PATIL

## Junior Digital Marketing Associate

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Digital Marketing Specialist with 3+ years of hands-on experience in SEO, social media strategy, and content creation. Proven track record in increasing engagement and website traffic through data-driven campaigns and creative storytelling. Seeking to leverage expertise in a dynamic marketing role to drive brand growth.

### AREAS OF EXPERTISE

- Social Media Management
- Content Strategy
- Search Engine Optimization
- Content Creation
- Meta Ads
- Traffic Analysis & Reporting

### PROFESSIONAL EXPERIENCE

#### Modicle Studios / Social Media Executive

MAY 2025 - PRESENT, BHANDUP

- Managed end-to-end social media strategy for **15+ B2B and B2C clients** across industries, created and executed monthly content calendars across **Instagram, Facebook, LinkedIn, and Twitter**.
- Conducted competitor audits and suggested growth strategies for each client based on performance data. Monitored analytics and created **monthly performance reports** with insights and action plans.

#### Freelance / Digital Marketing

FEBRUARY 2024 - APRIL 2025

- Worked with small brands in travel, skincare, and food industries to develop social media strategies, run paid campaigns, and manage SEO blogs. Created mock portfolios and performance plans to demonstrate impact.

#### KPAC Marketing / Junior Digital Marketing Associate

JULY 2023 - JANUARY 2024, PUNE

- Supported the digital team across a number of dimensions, including metrics analysis, daily publishing operations, and content marketing activities.
- Managed several projects simultaneously while coordinating with stakeholders across the organization to meet set deadlines & developed, executed, and managed the company and social media strategy.
- Ensured that their content strategy fed into organizational objectives, then created and reviewed social media calendars, monitored previous posts' performance, developed engaging and competitive content, prepared reports, and collaborated with influencers.

#### HungryFolksMedia / SEO Executive

MARCH 2022 - JUNE 2023, ANDHERI

- Developing & implementing SEO strategies for off-page and on-page optimization.
- Auditing websites and providing technical recommendations to improve SEO visibility & analyzed the client's website and provide reports on traffic users and behavior.
- Maintaining SEO work trackers across multiple projects at once.

#### HungryFolksMedia / SEO Intern

OCT 2021 - MARCH 2022, ANDHERI

- Keywords Analysis and made strategies for Off-page optimization.
- Learnt to improve organic search rankings and identified target keywords and phrases.
- Developed search engine-optimized web pages like titles, and descriptions and formulated client reports.

### EDUCATION

MUMBAI UNIVERSITY / POST GRADUATE

2020-2022

### TRAINING & CERTIFICATIONS

Digital Marketing, Meta Ads Manager, Email Marketing, Content Marketing, Social Media Marketing.