

# PAWAN FALWARIA

## Digital Marketing Executive

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### PROFESSIONAL SUMMARY

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Results-driven Digital Marketing professional with hands-on experience in SEO, social media marketing, WordPress website management, content creation, and lead generation. Skilled in keyword research, Meta & Google Ads, campaign management, and improving online brand visibility. Adept at supporting digital growth initiatives and administrative operations. Proven ability to manage multiple projects, communicate across teams, and deliver measurable outcomes.

### CORE SKILLS

SEO (On-Page, Off-Page & Technical) • Google Search Console • Keyword Research • Local SEO • WordPress & Elementor • Meta Ads • Google Ads • Social Media Marketing • Content Creation & Copywriting • Canva • Lead Generation • Campaign Management • Email Marketing • Performance Marketing • AI Tools (ChatGPT, Claude AI) • Google Workspace • Microsoft Excel • Client Communication

### WORK EXPERIENCE

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#### Digital Marketing Executive | Digi Uprise – Digital Marketing Institute | June 2025 – May 2026

- Created and scheduled 10+ social media posts weekly across platforms, improving audience engagement and brand reach.
- Conducted keyword research and implemented on-page SEO optimizations, contributing to improved search engine visibility.
- Assisted in executing digital ad campaigns on Meta and Google; monitored KPIs and performance metrics for ongoing optimization.
- Supported content creation and cross-platform digital marketing activities including email campaigns and social strategy.

#### Executive Assistant | RLDA (Rail Land Development Authority) | Apr 2023 – May 2025

- Managed executive calendars and coordinated 20+ meetings weekly with government officials and internal stakeholders.
- Prepared and distributed meeting minutes, agendas, and official documentation for senior-level communications.
- Maintained structured office file management systems and handled sensitive correspondence with accuracy.

### PROJECTS

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#### Hunar Studio – Digital Marketing Agency Website [hunarstudio99.com](http://hunarstudio99.com)

- Designed and developed a fully responsive WordPress website with SEO-optimized service pages to support lead generation, improve search rankings, and strengthen brand identity.

#### Sachin Mishra & Associates – Law Firm Website [sachinmishralaw.com](http://sachinmishralaw.com)

- Built a mobile-responsive WordPress website with structured service pages, on-page SEO implementation, and an improved user experience to increase client inquiries online.

### EDUCATION

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Bachelor of Arts (Humanities) | School of Open Learning (SOL), University of Delhi | 2021

### CERTIFICATIONS

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- Professional Digital Marketing Course – Digi Uprise
- Financial Accounting with Tally ERP 9
- Documentation Assistant – NSDC (National Skill Development Corporation)

### LANGUAGES

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English • Hindi