

ABHISHEK LAYGUDE

Digital Marketing Manager

My Contact

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Education Background

- Savitribai Phule Pune University
Master's in Commerce- M.COM
PUNE 2023 - 2025

Hard Skill

- Digital Marketing
- SEO - Search engine optimization
- Website Development & Design
- Email Marketing
- Social Media Marketing
- Online Advertising Google Ads, Paid Social Advertising
- Graphic Designing & Video Editing
- Photography & Videography

Tools & Software's

- WordPress
- Google analytics, google ads, AdSense
- Semrush, ubersuggest, HubSpot
- Email Marketing tools- Brevo, Mailchimp
- CorelDraw
- Canva
- Adobe Premiere Pro
- Microsoft Office
- Good understanding of all social media platforms

Achievements & Certification

- WordPress Beginners to Advance
- Google Digital Unlock
- Google ads Certification
- Google Analytics Certification
- SEO Principles By Semrush Academy
- Social Media Marketing Crash Course By Semrush Academy
- Digital Marketing Certification by HubSpot Academy

About Me

I'm a passionate Digital Marketer with 3 years of experience, focused on ads management, website development, and social media management. I create and manage Google and Meta ad campaigns, develop WordPress websites, and handle content creation through graphic design and video editing. I enjoy helping brands grow through creative and effective digital strategies.

Professional Experience

Gagan Narang Sports Promotion Foundation's Gun for Glory Shooting Academy *Sports Development*

Digital Marketing Executive

Mar 2023-Present

- Managing digital presence across 13 academy centers, including social media, website, and ad campaigns.
- Leading the creative team for content planning, design, and execution.
- Conducting competitive research and tracking trends to improve brand engagement.
- Overseeing the production of House of Glory - The Sports Podcast, including concept planning, filming, editing, and publishing.

Windsor Shelters, Pune *Real Estate*

Digital Marketing Executive

Nov 2022-Feb 2023

- Coordinating with the digital marketing agency for social media content, ad campaigns, and overall strategy.
- Overseeing Facebook and Google Ads, content planning, and website optimization.
- Conducting competitive research to improve marketing performance.
- Collaborating with the sales team to evaluate lead quality.
- Creating innovative and engaging content aligned with the brand's goals.

Institute of Sports Sciences & Technology, Pune *Sports Education Institute*

Digital Marketing & Web Manager

Feb 2022 - Oct 2022

- Planned and executed digital marketing strategies to enhance online visibility.
- Managed and updated the institute's website for a better user experience and SEO.
- Created and managed content across social media platforms and ran paid campaigns.
- Designed creatives, including posts, videos, and promotional materials, to boost engagement.

Institute of Sports Sciences & Technology, Pune *Sports Education Institute*

Digital Marketing Intern

Jul 2021- Jan 2022

- Assisted in digital marketing initiatives and lead generation activities.
- Contributed to social media updates and content creation.
- Helped maintain the website, ensuring it remained user-friendly and updated.