



SHELDON PAES

DIGITAL
MARKETING
EXECUTIVE

Contact



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Core Skills

Email Marketing	● ● ● ● ●
Facebook Bot Marketing	● ● ● ● ●
SEO	● ● ● ● ●
Blog Writing	● ● ● ● ●
Shopify - Ecommerce	● ● ● ● ●
WordPress	● ● ● ● ●
Social Media	● ● ● ● ●

Personal Summary

Hi, I'm Sheldon a passionate Digital Marketer with 1.5 Years of experience in this field. I have a keen interest in SEO, Content Marketing and Social Media Marketing. I am extremely motivated to constantly develop my skills and grow in the field of digital marketing.

Work Expertise

Digital Marketing Executive | SEO Specialist

Rubiq Solutions | Feb 2020 - Present

- Website optimization strategy and implementation
- Monitoring and increasing web traffic
- On/Off-page SEO Optimization
- Keyword research and optimization

Digital Marketing Intern

HIIT SEO - SANJAY SHENOY (PIXELTRACK) Jan 2021 - Mar 2021

- Monitored and maintained social media.
- Executed email and pop-up ad campaigns.
- Wrote and edited blogs for the website (copy blogging).
- SEO optimized blogs and website
- Ecommerce Expert | Handled operating in Shopify, Amazon, and Flipkart.

Digital Marketing Intern

DIGITAL DEEPAK (PIXELTRACK) | Aug 2020 - Jan 2021

- Learned how to write content based on a user persona.
- Email marketing, lead generation and nurturing.
- Marketing Automation.
- Fundamentals of Facebook and Google Ads.
- Basics of Search Engine Optimization (SEO).

Digital Marketing Executive | Ecommerce Specialist

StayFitz | Mar 2019 - Febr 2020

- Monitored and maintained social media.
- Executed email and pop-up ad campaigns.
- Wrote and edited blogs for the website (copy blogging).
- SEO optimized blogs and website
- Ecommerce Expert | Handled operating in Shopify, Amazon, and Flipkart.

