

SHIVKUMAR SHAPURE

Certified Digital Marketer

Certified Digital Marketer with hands-on experience in **Google Ads, Meta Ads, SEO, Email Marketing, and Website Design**. Skilled in creating effective campaigns to boost brand visibility and drive business growth.

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📍 Bidar, Karnataka, India

SKILLS

Digital Marketing Tools & Platforms:

- **Google Ads** (Search, Display, YouTube)
- **Meta Ads** (Facebook & Instagram Ads)
- **Google Analytics**
- Google Tag Manager
- **Canva** (Design & Content Creation)
- **WordPress** (Website Design)
- Mailchimp (Email Marketing)
- Uber Suggest / SEMrush (SEO Tools)

Core Digital Marketing Skills:

- Social Media Marketing (SMM) Social Media
- Optimization (SMO) Search Engine Optimization (SEO – On-page, Off-page) Search Engine Marketing
- (SEM/PPC) Affiliate Marketing Email Marketing
- Campaigns **Performance**
- **Marketing** Keyword
- Research & Competitor
- Analysis Landing Page Optimization Content
- Marketing Strategy
- **Campaign Performance**
- **Analysis & Reporting**
- Retargeting & Remarketing
- Strategies

WORK EXPERIENCE

Digital Marketing Apprenticeship at Digital Nest

Completed a **Digital Marketing** Apprenticeship at Digital Nest, gaining practical experience in **SEO, SEM, SMM, and Analytics**. Worked on real-time projects involving **Google Ads, Meta Ads, and Website Design**. Developed skills in **campaign strategy, performance tracking, and digital content creation**.

MOCK PROJECTS

SEO Blog Optimization and Analytics Tracking

- Wrote an SEO-optimized blog using keyword research and on-page best practices.
- Used SEMrush for keyword analysis, competitor research, and performance tracking.
- Analyzed blog traffic and user behavior through Google Analytics.
- Implemented optimization strategies based on insights to improve engagement and reach.

Google Ads Strategy For VIVO Mobiles

- Developed a Google Ads campaign strategy for VIVO focused on promoting Mobiles.
- Conducted keyword research and competitor analysis to optimize targeting. Created ad groups for Search, Display, and YouTube campaigns with compelling ad copy and visuals.
- Planned budget allocation, bidding strategies, and performance tracking metrics.

EDUCATION

Bachelor of Science (B.Sc)

Gulbarga University, Karnataka

2021 - 2024

PUC

Karnataka School Examination and Assessment Board

2019 - 2021

SSLC

Karnataka Secondary Education Examination Board (KSEEB)

2019

CERTIFICATES

Certified Digital Marketer - Digital Nest

Training includes **SEO, SEM, SMM, Email Marketing, Analytics, Website Design, Affiliate Marketing**, and more

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Kannada (Fluent)