

Bhoomi Waghaye

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Professional Summary

MBA (Marketing) student with hands-on experience in digital marketing, SEO, and brand strategy through multiple internships. Certified in AI-driven performance marketing, website design, and creative content production. Skilled in leveraging digital tools to improve online visibility, engagement, and business growth.

Professional Experience

Digitize Brand Hub (India) Pvt. Ltd.

Digital Marketing Intern — July 2025 – October 2025

- Assisted in creating and managing digital marketing campaigns for client brands.
- Developed engaging social media content and optimized performance using analytics tools.
- Supported SEO and content strategy to improve website traffic and engagement.

Congruence Market Insights

Digital Marketing Intern — August 2024 – December 2024

- Researched keywords and optimized web pages to enhance website ranking.
 - Implemented off-page SEO strategies, improving rankings for 300+ keywords.
 - Built backlinks through outreach, increasing domain authority.
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Education

Master of Business Administration (MBA) – Marketing
Savitribai Phule Pune University | 2023 – Present

Bachelor of Business Administration (BBA)
Rashtrasant Tukadoji Maharaj Nagpur University | 2019 – 2022 | CGPA: 8.08

Extra-Curricular Activities

State-level Archer (2019)

Certifications

- Master in AI & Performance-Driven Practical Digital Marketing Training — Digital Trainee
 - Website Design Using WordPress — Digital Trainee
 - Graphics & Video Editing Using Canva — Digital Trainee
 - Digital Marketing Internship Training — Digitize Brand Hub (India) Pvt. Ltd.
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Projects

A Study on SEO and Its Benefits for Congruence Market Insights (CMI)

- Researched SEO techniques and analyzed their impact on online business performance.
 - Studied off-page SEO strategies and their benefits for company growth.
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Key Skills

- SEO (On-page & Off-page)
- Google Analytics & Search Console
- Social Media Marketing
- WordPress Website Management
- Canva Graphics & Video Editing
- Microsoft Excel, Word, PowerPoint
- Time Management & Adaptability