

BHUMIK DARJI

Mumbai, India

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PORTFOLIO & LINKEDIN

- [LinkedIn](#)

SKILLS

- Digital Marketer
- Shopify
- Basic UI/UX
- Basic Python
- Wordpress
- Performance Marketing
- Copywriter
- Digital Marketer

PROFESSIONAL SUMMARY

I am a digital marketer with 7 years of experience, specializing in content writing, e-commerce, social media management, and brand building. Starting as a content writer in 2018, I developed a professional interest in digital marketing by 2019. I have expertise in WordPress, basic UI/UX, and Python and have successfully helped two brands launch from scratch, setting up Shopify stores, managing orders, and integrating payment and delivery systems. Additionally, I have experience in Amazon product listing, brand creation, A+ content, and Canva designs. I also specialize in WhatsApp chatbot integration with Shopify to automate customer interactions. I am passionate about helping businesses grow through strategic marketing and automation.

WORK HISTORY

04/2023 to Current

Digital Marketer | Sales

Xapads & Multiple Clients – Mumbai

- Managing websites and social media handles of multiple clients
- Working on a D2C brand with unique kid's apparel, home decor, 3D Printing, and Knife brand.
- Managed and executed third-party campaigns with clients for famous brands like Jeep, Audi, Coke Studio, Coke FL, Kohler, and Revolt.
- Write, upload, and optimize content for five WordPress websites across diverse niches, including style, fitness, tech, travel, and automotive.
- Assist the Sales team in prospect outreach, building foundational skills in client acquisition and engagement.

07/2022 to 03/2023

Content & Strategy Manager

OSGRIP Technologies & Multiple Clients – Remote

- Learned Copywriting and wrote Social Media captions for athletes like Rudra Pratap Singh and celebrities like Jasmine Babbar, and Aarya Babbar.
- Managed travel communities around the world for better travel experiences.
- Managed the content team for the travel website.

- Executed the SEO, SEM, and SMM techniques for traffic and reach.
- Understood the rudimental Python and UI/UX of the website and app.

01/2018 to 06/2022 **Freelancer**

Enjoride – Mumbai

- Started content writing through the habit of journaling, mastered the basics, evolved into a expert, and dived into the basics of digital marketing
- Took over the content management in a span of 7 months

EDUCATION

2016

S.S.C

St. Xavier's High School - Virar

- Completed Coursework: WordPress 2024: The Complete WordPress Website Course, 2023

LANGUAGES

English

Hindi

Marathi

Gujarati