

Gulshan.S

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DIGITAL MARKETING EXECUTIVE

Experience: 2 Years 9 months

PROFILE

Aiming to achieve a challenging and successful career where I can make a significant contribution using my creative and innovative ideas, knowledge, skills, and experience with the objective of developing and more growth of the Organization.

Eager and excited to know new ideas and keen communicator with strong problem solving, planning, presentation, and team management skills & works effectively with the team to accomplish organizational goals.

DIGITAL CERTIFICATIONS

Google Ads Search Certification

Google Ads Display Certification

WORK EXPERIENCE

Company: WaytoWebs

Designation: Digital Marketing Executive **Tenure:**

2020 Feb to 2022 Till now

- Increase lead quantity and quality by applying best practices to marketing campaigns and programs
- Develop and deploy organic and paid search strategies for Indian markets, including targeted regional locations
- Regularly monitor and analyze website traffic, content-specific metrics, and SEO metrics
- Manage paid online advertising campaigns, budgets, landing pages, and digital ad copy, and provide recommendations to improve CTR and conversions
- Regularly perform detailed keyword research
- Manage social media campaigns across LinkedIn, Facebook, and Twitter
- Use marketing automation software to design, execute, and track high-impact email marketing campaigns
- Review and analyze competitors' digital marketing activities
- Build and drive SEO and SEM strategies and tactics
- Identify and resolve technical and content-related SEO issues
- Analyze and recommend improvements to website performance, lead capturing, lead scoring, and lead nurturing processes
- Work with outside vendors, agencies, and consultants as necessary
- Stay current with and apply the latest digital marketing best practices
- Identify and continually create keywords based on competitors, market conditions, and the target audience with the help of SEMRUSH & other tools.

Company: In Vivo | 2016 - 2019 NOV

Designation: Content and social media in-charge

- As a social media in charge responsible for creating and managing content for a company's social media platforms .
- Include writing and editing blog posts, creating social media posts, managing the company's social media accounts
- And also be responsible for creating and implementing strategy and working with other team members to ensure that all content aligns with the company's brand and messaging.
- May also be responsible for engaging with followers on social media, responding to comments and messages, and moderating social media conversations.
- Later promoted as Training in charge will Supervise and manage a sales promoters of 75 members and also to maintain an staff of 5 team leaders 1 ASM 1 ZSM
- Maintained materials, curriculum, and classroom spaces for dedicated training programs. Developed programs to meet current and expected market demands.
- communicate job expectations and provide trainings of product and competition to increase sales
- Prepare product materials for sales executives, and weekly wise provide training for them & develop programs according to the market statistics

WORKING PLATFORM

- Content Writing & Marketing
- Web Analytics
- Google AdWords - Search, Display, and Shopping
- Social Media Marketing
- Email marketing
- Search Engine Optimization
- Search Engine Marketing skills

TOOLS USED

- Google Keyword Planner
- Google Analytics
- Google Webmaster
- SEMrush
- Google search console
- SEO Conductor
- SEO Site check

EDUCATIONAL DETAILS

B COM (COMPUTERS) (Management of Commerce)

YV university in 2016