



## PROFILE SUMMARY:

<b>FUNCTIONAL AREA</b>	<b>Digital Marketing – PPC, Social Media Marketing &amp; SEO</b>
<b>ACADEMIC BACKGROUND</b>	<b>MBA in Finance and Marketing &amp; Bachelor of Business Administration BBA</b>
<b>EXPERIENCE</b>	<b>8.5 years total Experience – 3.9 Years Digital Marketing</b>
	<ul style="list-style-type: none"> <li>Solutions-focused, meticulous and result-oriented professional with over 8+ years of a successful career with diverse roles distinguished by commended performance and proven results</li> <li>Strong Digital Marketing Experience in Campaign Management, Develop Content Assets, Brand Management and Channel Management</li> <li>Out-of-the-box thinker with a flair for identifying &amp; adopting emerging trends &amp; addressing industry requirements in Marketing space to achieve organizational objectives and profitability norms</li> <li>Excellent interpersonal, communication, Creativity and organizational skills with proven abilities in team management and planning</li> </ul>

## MAJOR PROJECT DETAILS:

<b>DigiOn Solutions Pvt Ltd</b>		<b>45 Months</b>
<b>Sr. Digital Marketing Consultant</b>	<ul style="list-style-type: none"> <li><b>PPC:</b> <ul style="list-style-type: none"> <li>Formulating digital strategy for delivering best ROI for campaigns on various result oriented metrics of cost per click and ensuring continued success of Pay Per Click(PPC) lead generation on various platforms like Amazon ads, Google AdWords, Meta Ads, Etc.</li> <li>Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, conversions, bounce rates, etc.</li> <li>Managing digital marketing brand campaigns including creative development, website refreshes and Microsite development, newsletter marketing and all agency deliverables.</li> </ul> </li> <li><b>SEO &amp; Website development:</b> <ul style="list-style-type: none"> <li>Analyzing and researching keywords related to client's website through keywords research tools.</li> <li>Conducting competitor analysis to identify improvements as well as increase visibility and rankings. Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analyzing efficacy and Return on Investment(ROI) of all brand management events.</li> </ul> </li> <li><b>Social Media Marketing:</b> <ul style="list-style-type: none"> <li>Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness.</li> <li>Monitoring the success of Social Media Campaigns through media analytics, <b>KPIs, and dashboards</b>. Developing content initiatives to launch blogs, video content and social media profiles in order to generate thought leadership and in bound marketing results.</li> </ul> </li> <li><b>SEM:</b> <ul style="list-style-type: none"> <li>Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns</li> <li>Assisting the company's business development team in developing proposals within the digital marketing Segment</li> <li>Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management.</li> </ul> </li> </ul>	
<b>The Galaxy Education System (TGES) - Facilitator &amp; Senior Advisor</b>		<b>48 Months</b>
<b>Facilitator &amp; Senior Advisor</b>	<ul style="list-style-type: none"> <li>Department management and preparing regular scheduled reports regarding Marketing Analysis.</li> <li>Assessment, feedback and report writing</li> <li>Prepared presentations for prospective clients</li> </ul>	



## BUSINESS DOMAIN AND PLATFORM KNOWLEDGE:

<b>Domain Knowledge</b>	<ul style="list-style-type: none"> <li>Functional – B2B, Consumer Goods, Food &amp; Beverages, Ecommerce, Professional services (Legal), Healthcare, Automotive &amp; Industrial engineering, Retails (Pet products), and Real-estate Business.</li> </ul>
<b>DigitalMarketing Skills</b>	<ul style="list-style-type: none"> <li>Campaign Management</li> <li>Search Engine Optimization (SEO)</li> <li>Search Engine Marketing (SEM)</li> <li>Social Media Marketing</li> <li>Brand Management</li> <li>Channel Management</li> <li>CRM</li> </ul>
<b>Tools /Platforms</b>	<ul style="list-style-type: none"> <li>Advanced Excel</li> <li>Google Analytics</li> <li>Google Ads</li> <li>Salesforce</li> <li>Google Tag Manager</li> <li>SemRush</li> <li>Zoho CRM</li> <li>Buffer</li> <li>Hootsuite</li> <li>Mailchimp</li> <li>ChatGPT</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>Digiperform certified Digital Marketing Executive (DCDME)</li> <li>Digiperform certified Digital Marketing Consultant (DCDMC)</li> <li>Google Analytics</li> <li>Google Ads Fundamental</li> <li>Google Ads Search</li> <li>Inbound Marketing</li> <li>Content Marketing</li> <li>Email Marketing</li> <li>Amazon trained E-commerce specialist (ATES)</li> <li>Advanced Excel Certified</li> <li>Google Data Studio</li> </ul>
<b>Other Skills</b>	<ul style="list-style-type: none"> <li>Market Research</li> <li>Web Development</li> <li>Marketing Data Analysis</li> </ul>