



VAIBHAV SAHNI

Digital Marketing/Web Project Manager

- ☎ +91-9711274567
- ✉ digitalvaibhav3@gmail.com
- 📍 Current: New Delhi, India
Preferred: Anywhere

EDUCATION

Master of Computer Applications (MCA)

2015 - 2018

Bachelor of Computer Applications (BCA)

2011 - 2015

SKILLS

Digital Marketing
Web Design
SEO
SMM
Project Management
Marketing
Branding

LANGUAGE

English
Hindi

ABOUT ME

With over 8 years of diverse experience in Digital Marketing and Web Development. I have proficiency in Digital Marketing, Customer Acquisition, engagement, and Web Publishing using WordPress and Adobe Experience Manager (AEM), with a good knowledge of HTML and CSS. Proficient in all SEO Strategies, from crafting compelling content ideas and overseeing publication on websites to monitoring SEO performance and analyzing web traffic metrics through Google Analytics. Knowledge of Social Media Optimization (SMO) and Social Media Marketing (SMM).

WORK EXPERIENCE

Mar 2021 - Present

Accor Plus | Gurgaon/Gurugram

Digital Marketing/Web Project Manager

Proactively engage with Accor Hotels to source and secure unique stay and dine offers and maintain relationships. Create engaging content for websites, and social media posts to promote the offers, and plan campaign strategies, fostering engagement, brand awareness, and customer acquisition. Managing the Accor Plus websites across Asia Pacific, ensuring they ran smoothly and provided a great user experience. Using Google Analytics to track performance, offered data-driven insights, and optimized marketing campaigns. Implement SEO strategies to boost search ranking and organic traffic. Leading a team of 2 Digital coordinators, assigning tasks, monitoring progress, and providing guidance and support. Coordinating with Hotels to get offers for our website, and showcasing them brand visibility.

2017 - 2021

Excelsoft Technologies | Noida

Senior Content Developer

Played a leading role in creating and publishing impactful ebooks, leading to increased client engagement and brand awareness. I showcased my expertise in front-end development using HTML and CSS, ensuring visually appealing and user-friendly content. Additionally, I effectively managed a team of 10 interns, offering them guidance and facilitating their skill development.

2015 - 2017

KPMG Global Services | Gurgaon/Gurugram

Analyst

Managed KPMG's websites using Adobe Experience Manager (AEM), creating content, analyzing user behavior with Google Analytics, and crafting reports to optimize website performance and user engagement. Ensured brand consistency and timely updates, contributing to a professional online presence.