

# SHRUTI AGARWAL

DIGITAL MARKETER  
IMMEDIATE JOINER



## 01 PROFESSIONAL OVERVIEW

Digital marketer with 6+ years of experience building paid and organic marketing funnels. Also willing to work with company independently.

## 02 CORE COMPETENCIES

- You-Tube Channel Growth Strategies
- Team Management
- Search Engine Optimization for Websites and YT
- Social Media (Facebook, YouTube, LinkedIn)
- Paid campaigns Like PPC, Facebook/Instagram
- Marketing Research and Implementation
- Email Marketing
- Also have Basic knowledge of Word Press

## 03 CERTIFICATION

- Fundamental of Digital Marketing
- Display Marketing
- PPC Fundamentals Course with Joel Bondorowsky

## 04 EDUCATIONAL HISTORY

**B.TECH - CHEMICAL**  
Jaipur National University - Jaipur

## 05 EXPERIENCED TOOLS

- Keywords Planner, Google Trends
- Google Analytics, TubeBuddy, VidIQ
- Ahref, Canva
- Semrush
- Lumen5, Canva

## 06 CONTACT DETAILS

Email: shrutiagarwal7294@gmail.com  
Phone: (91) 7427832310

## 07 EMPLOYMENT SUMMARY

### SEO ANALYST

*EdgeVerve*

- Working on the Promotion of AI Tools
- Website SEO Analysis
- Guest Posts and Blog Topics and other Backlink.

### SENIOR ASSOCIATE OPERATIONS

*Unacademy*

- Worked on SEO of YouTube.
- Solved Technical Issues on YouTube Ops
- Strategy creation to grow the channel

### CHANNEL MANAGER

*Vedantu Innovations - June 2020- July 2021*

- Promotion planning creations, executions, and tracking the data.
- Communicate with stakeholders and team management
- Research to grow the YouTube channels

### YOUTUBE MANAGER | SEO | GROWTH SPECIALIST

*Yurray Pvt Ltd-Sep 2019 - May 2020*

- Worked on SEO (YouTube and Website), Social Media Marketing, Paid marketing (PPC, Facebook)
- WordPress Website Creation, static website

### DIGITAL MARKETING ANALYST

*Dreams Realty | March 2019 - Sep 2019*

- Managing social media resulting a increase in traffic flow by 140%.
- Implemented new competitive analysis and consumer trends which reported an increase quarterly sales by 15%.
- Worked on SEO, Social Media Marketing, Paid marketing (PPC, Facebook)