

# SAKSHI JAISWAL

## Digital Marketer

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## SUMMARY

Digital Marketing professional with over 8 years of extensive experience in developing data-driven marketing campaigns and strategies, implementation of business and operational processes, successfully managing marketing teams and monitoring the performance of the campaigns

## EXPERIENCE

Principal Consultant 01/2019 - Present

[The Alpha Team](#) Bangalore

### Company Description

- Managed advertising budgets, provided analysis and monthly performance reporting
- Conducted online lead generation campaigns with a focus on lead generation
- Tested multiple targeting options to optimize for a lower cost per click and higher conversions
- Developed and orchestrated campaigns across several marketing channels like Google Ads, LinkedIn, Facebook
- Provided continuous improvements to optimize the performance
- Created and strategized landing pages and emails to improve conversion performance
- Utilized various tools like Google Analytics, Google Tag Manager, Google Search Console, to track the overall performance
- Managed and optimized app install campaigns for increased user acquisition
- Led and coordinated all the aspects of the client's digital marketing campaigns including paid search, paid social, email marketing, video advertising, remarketing, display advertising, social media, mobile, and SEO
- Developed marketing automation campaigns for diverse clients by leveraging tools such as Phantombuster, Apollo, Instantly, Moengage and Klaviyo

Digital Marketing Consultant 04/2018 - 12/2018

[DigiMark Agency](#) Bangalore

### Company Description

- Directed Digital Marketing campaigns including paid social and search, social media marketing, and SEO
- Administered advertising budgets, provided analysis and monthly performance reporting
- Supervised online lead generation campaigns with a focus on lead generation
- Tested multiple targeting options to optimize for a lower cost per click and higher conversions
- Developed and coordinated campaigns across several marketing channels. Provided continuous improvements to optimize the performance
- Created and strategized landing pages and emails to improve conversion performance
- Led and oversaw a team with a diverse background to achieve company goals
- Worked with various tools like Google Analytics, Google Tag Manager, Google Search Console to track the overall performance
- Diligently ensured an excellent client relationship with existing and potential clients

DIGITAL MARKETING CONSULTANT 01/2017 - 04/2018

[Telloquent](#) Bangalore

### Company Description

- Devised content strategies for the website and created content to ensure all the blogs and emails generate inbound marketing results
- Managed multiple projects in parallel and ensured quality performance
- Conducted competitor analysis to identify improvements, as well as increased visibility and rankings
- Planned on-page and off-page optimization strategies as per website requirements
- Implementing strategies on various platforms to ensure increased brand visibility

## SKILLS

Lead Generation ·

Data-Driven Marketing Campaigns ·

Marketing strategies ·

Performance Marketing · Email Marketing ·

Growth Marketing · Marketing Consulting ·

Advertising · Search Engine Marketing

## EDUCATION

### Bachelor of Business Administration

Alliance University

07/2013 - 06/2016