

GAUTAM BHOJWANI

Digital marketer

CONTACT

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PROFILE SUMMARY

Successful professional with over 3+ years of experience in digital marketing, specializing in SEO, social media marketing, and online advertising. Proficient in constructing keyword maps, researching competitors, and designing creative ad campaigns. Seeking to leverage expertise to drive growth and enhance brand visibility.

EDUCATION

2019
UNIVERSITY OF DELHI

- Bachelor of commerce

2016
DELHI KANNADA SCHOOL

- Commerce with maths- Bengaluru

WORK EXPERIENCE

Tidalwave Pvt Ltd - Bengaluru

SEPT 2023 PRESENT

Performance Marketer

- Managed paid advertising campaigns on Google Ads and Facebook Ads for various clients, focusing on objectives like traffic, conversions, and brand awareness.
- Implemented audience targeting strategies and A/B testing to optimize campaign performance and ROI.
- Analyzed campaign data to identify trends, optimize budget allocation, and report on results.
- I ran a campaign for a new eCommerce brand in which I first did detail targeting and filtering that detail targeting created a custom audience and created a lookalike audience based on a custom audience
- By looking at the performance of my e-commerce brand and looking at its metrics, I found out which metrics are working due to conversion like CTR, CPM, impression landing page view, and reach.
- I ran Google ads in which different campaigns were run like Discover, display, and video shopping.
- Keyword research was done while looking at the product and looking at the behavior and interest of the customer.

Claytech Pvt Ltd- bengaluru

Oct 2022 - Aug 2023

SEO Executive & Social Media Marketer

- Conducted SEO audits and implemented on-page and off-page optimization strategies to increase website visibility.
- Managed social media accounts (Facebook, and Instagram) to create engaging content, increase brand awareness, and drive traffic to the website.
- Generated social media reports and analyzed data to measure performance and identify opportunities for improvement.

Traffic tail - Delhi

(Jun 2021 - Sep 2022)

SEO Specialist

- Implemented on-page, off-page, and technical SEO strategies to improve website performance and organic search ranking.
- Conducted keyword research and competitor analysis to develop targeted content and optimize website architecture.
- Monitored website analytics and generated reports to track progress and identify areas for improvement.

SKILLS

- Digital Marketing:

SEO, SEM (PPC), Social Media

Marketing (SMM)

- Technical Skills: WordPress, HTML, CSS, Google Analytics, SQL, PowerBI, Python

- Soft Skills: Communication, Collaboration, Analytical Thinking, Problem-Solving

LANGUAGES

- English (Fluent)
- Hindi (Native)