



## ABOUT ME

A proactive **Digital marketer with 3Y+** experience driving **targeted campaigns** across **social media channels, SEO, PPC**. Proven ability to leverage **data and analytics** to increase **website traffics by 45%+**, and **conversions by 115%+** with **strong analytical, observations, and collaborations skills** with a passion of creating and executing **innovative strategies**.

## EDUCATION

Kurukshehra University

Bachelor of Computer Application 2017 – 2020

## CERTIFICATION

- Fundamental of Digital Marketing by Google
- Google Ads certification
- Digital Marketing Certifica

## KEY SKILLS

- Social Media Marketing(SMM)
- Social Media Optimization(SMO)
- Search Engine Optimization(SEO)
- Pay-Per-Click (PPC) Advertising
- Lead Generation
- Content Planning and Strategy
- Branding
- Email Marketing
- Analytics and Performance Tracking
- Conversion Rate Optimization (CRO)
- Market Research
- E-commerce Marketing
- Visual Content Creation
- Digital Advertising (Programmatic)
- Retargeting and Remarketing

## SOFT SKILLS

- Leadership and Team Management
- Communication and Presentation Skills
- Problem Solving and Critical Thinking
- Decision Making and Strategic Planning
- Active Listening and Feedback Incorporation

## TOOLS

- Google Ads
- Google Analytics
- SEMrush
- Meta business Suite
- Ahrefs
- Klaviyo
- looker studio
- Matomo
- Google Trends
- Facebook Ads Manager
- LinkedIn Campaign Manager
- Google Search Console
- Twitter Ad
- Hootsuite
- Canva
- Google Tag Manager
- Microsoft Clarity
- Hotjar
- YouTube Ads
- zapier
- Elevar

## PROFESSIONAL EXPERIENCE

### Senior Digital Marketing Executive

Techindustan | Feb - 2024 - Present

- Developed brand-aligned **content strategies** that resonated with audiences, fostering a **deeper connection and loyalty**.
- Created and executed advertising campaigns across digital channels, increasing overall **engagement and visibility**.
- **Optimized** social media content to **capture attention** and drive organic reach, helping **grow brand presence online**.
- Implemented lead-gen tactics on social media, **acquiring 65K+ leads** over one quarter through targeted campaigns.
- Used A/B testing to improve ad relevance, **reducing CPC** and increasing conversions from high-intent audiences.
- Partnered with creative teams to develop **visual assets** that amplify **brand messaging** and **capture audience attention**.
- Develop next-phase strategies based on **tracking metrics**, ensuring campaigns meet evolving customer needs.

### Digital Marketing Executive

Smartinfo Care Solutions | Sep - 2021 - Feb - 2024

- Developed data-driven strategies to enhance brand loyalty, resulting in a **47% increase** in repeat customer rate.
- Improved social media engagement through strategic content planning, boosting impressions by **36% across all platforms**.
- Tracked marketing metrics and analyzed digital data to measure campaign success and **ROI**.
- Optimized the business website to **increase online traffic** and **enhance user experience**.
- Coordinated with internal design and development teams to align **marketing goals** and **deliverables**.
- Decreased cost per conversion by refining audience segments, improving lead quality and overall ROI from paid campaigns.
- Optimized social media content to capture **attention and drive organic reach**, helping grow brand presence online.
- Continuously monitor **customer interactions**, adjusting strategies in real-time to **maximize campaign effectiveness**.

### Junior Digital Marketing Executive

Techstriker | Jan - 2021 - Sep - 2021

- Worked on identifying and executing SEO campaigns to enhance **organic search performance**.
- Optimized landing pages to enhance **user experience** and **improve conversion rates**.
- Conducted in-depth competitor analysis to inform strategic decision-making.
- Recommended website and content changes to **boost engagement** and **search visibility**.
- Executed paid advertising campaigns across multiple platforms for targeted reach.