

PROFESSIONAL SUMMARY

Digital Marketing Specialist with over 7 years of experience, specializing in scaling growth through integrated, full-funnel marketing strategies. Adept at optimizing customer acquisition, conversion rates, and retention, with a proven track record of leading high-performance teams towards achieving aggressive business objectives in dynamic environments. Expert in deploying advanced campaign technologies and data-driven approaches to maximize operational efficiency and accelerate market penetration. Committed to leveraging automation and analytics to drive continuous improvement and substantial revenue growth.

WORK HISTORY

- ❖ **Growth Marketing Manager, Apna Writer - Sep 2021 - Present**
 - Crafted high-performing SEO content, boosting average client organic traffic by 50%, leading to a 30% increase in conversions and 100s of client acquisitions.
 - Recruited and led a multidisciplinary team, enhancing skills in SEO, copywriting, and digital marketing, thereby boosting service delivery and client satisfaction.
 - Drove company revenue to ₹1 Crore annually through strategic B2B relationship management, securing multiple contracts & maintaining 100% delivery & success rate.
 - Devised and implemented digital marketing strategies, enhancing branding, lead generation, and customer support, thereby strengthening the company's competitive position.
 - Boosted annual company revenue to ₹1 Crore by managing high-value B2B client relationships, securing major contracts, and ensuring successful project delivery.
 - Captured 10,000+ high-quality B2B leads through precision-targeted Meta and Google ad campaigns, coupled with strategic SEO, resulting in a 50% increase in web traffic and a 30% growth in business revenue.
 - Engineered an automated lead generation system, integrating chatbot, email, and WhatsApp marketing, driving a 45% surge in conversion rates, an increased response rate by the leads by 50% and reduced team response time by 20%.
 - Created & launched a comprehensive content writing video course, diversifying the company's offerings & increasing revenue.
- ❖ **Digital Marketing Trainer, BizGurukul - Sep 2020 - Sep 2021**
 - Conceptualized & recorded 7 in-depth digital marketing courses for Bizgurukul, including Meta Ads, Email Marketing, Content Writing, Copywriting, etc, significantly enhancing company's reach & revenue with a total viewership of 6,58,103+ learners nationwide.
 - Led multiple interactive live Q&A sessions & also delivered an offline workshop targeted on Marketing Automation for customers earning over 60lakh - 1CR p.a enhancing workflow performance & profitability.
 - Engineered an automated lead generation service, resulting in the engagement of over 200,000 students.
- ❖ **Head of Digital Marketing, Instaawant Empire - Aug 2019 - Sep 2020**
 - Generated over 25,000 leads by executing digital marketing campaigns across SEO, SMO, Google Ads, & Meta Ads; optimized various funnels including email & chatbot marketing to boost lead conversion for a variety of clients.
 - Produced SEO-optimized content and videos for YouTube and social media, significantly increasing client engagement and reach.
 - Built over 400 responsive websites with WordPress, HTML, and CSS, incorporating SEO to enhance site visibility and user experience for diverse clients.
- ❖ **Digital Marketing Analyst, Credera - Aug 2017 - Aug 2019**
 - Developed and optimized UI components for multiple clients, improving user engagement by 20% and reducing bounce rates by 15%.
 - Spearheaded email marketing initiatives, designing responsive HTML emails and orchestrating campaigns that increased open rates by 25% and click-through rates by 15%, while streamlining lead management processes.
 - Earned 10+ Marketo certifications, received 25,000 INR Cash prize & a prestigious company award for outstanding performance & client service excellence.
 - Received multiple appreciations from clients for driving innovation in workflow by reducing development times, implementing modularity & agility, boosting efficiency, accuracy, & campaign outcomes.

SKILLS

Technical Skills		Management Skills	
Digital Marketing ❖ Email Marketing ❖ Marketing Automation ❖ Funnel Strategy and Development ❖ Content Writing ❖ Copywriting ❖ SEO (On-Site Technical) ❖ Facebook and Instagram Ads ❖ Google Ads (Search Ads) ❖ Affiliate Marketing Data Analysis and Reporting ❖ Google Analytics (Basic) ❖ GTM (Basic)	Web Development ❖ WordPress Website Development ❖ HTML ❖ CSS Prompt Engineering & AI Tools ❖ Text - ChatGPT, Bing Chat, Bard, Gemini, Claude ❖ Images - Midjourney, Firefly, Dalle ❖ Visuals - DID Video Editing (Basic)	Client and Account Management ❖ Client Onboarding ❖ Client Services ❖ Account Management ❖ Relationship Management Project and Operations Management ❖ Project Management ❖ SOPs Building for Operational Efficiency ❖ Process Optimization ❖ Workflow Management Consultative Sales & Remote Closing	Leadership and Team Development ❖ Hiring and Managing ❖ Team Leadership and Talent Development ❖ Recruitment and Training Coordination Technical Consulting and Training ❖ Interactive Communication and Engagement ❖ Analytical Thinking ❖ Training and Coaching ❖ Workshop Facilitation ❖ Public Speaking

EDUCATION

- ❖ **Bachelors in Engineering, Computer Science - Gold Medalist | 2013-2017**
GCET, Jammu

CERTIFICATIONS

- ❖ **Google** - The Fundamentals of Digital Marketing, Google Analytics for Beginners
- ❖ **Marketo** - Web Personalization Specialist, Social Marketing Specialist, Setup and Configuration Specialist, Programs and Campaigns Specialist, Nurture and Engagement Specialist, Email Deliverability Specialization, Customizing Creative Assets Specialist, Analytics Attribution Specialist, Analytics and Reporting Specialist, Account-Based Marketing Specialist