



HITESH YADAV

MANAGER - DIGITAL MARKETING

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EXECUTIVE SUMMARY

Seasoned Digital Marketing Manager with **4+ years** of experience building and implementing strategies focused on content-driven SEO, email marketing, and Adwords largely for small to medium sized businesses. Had led small to medium teams to achieve sales and traffic increases of up to **68% within 6 months**.

WORK HISTORY

Manager - Digital Marketing

INVENTICO INFOTECH PVT. LTD | NOIDA, UP | 10-2020 TO 02-2021

- Expanded cross-functional organizational capacity by collaborating across departments on priorities, functions and common goals.
- Implemented a content-driven SEO strategy which boosted site visits by **250% in 4 months** while increasing total sales by **65%**.
- Created an email marketing strategy which increased repeat buying from **20% to 35%**.
- Controlled costs and optimized spending via restructuring of budgets for labor, capital assets, inventory purchasing and technology upgrades.

Digital Marketing Executive

NATIONWIDE IMMIGRATION SERVICES PVT LTD | DELHI | 05-2018 TO 01-2020

- Implemented weekly promotional and editorial strategies to improve customer engagement across all channels by **80%**.
- Developed and executed multiple print and digital marketing efforts to enhance brand visibility in Immigration industry.
- Increased brand awareness through creation and management of social media channels, boosting social media **engagement by 69%**.
- Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing and trackbacks.

Digital Marketing Executive

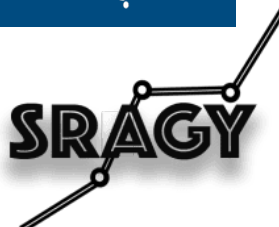
DATA INFOVISION PVT. LTD. | REWARI, HR | 11-2016 TO 04-2018

- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Developed and implemented campaigns for email, online advertising, search engines and direct mail.
- Created social media content with consistent content and tone.
- Increased customer engagement through social media.
- Analyzed and reported social media and online marketing campaign results.
- Analyzed competitor pages to locate backlink and keyword opportunities.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.

FREELANCE WORK HISTORY



DURATION: JAN 2020 - OCT 2020



EDUCATION



Bachelor of Technology (B.Tech) | CSE | 2012 TO 2016

LOVELY PROFESSIONAL UNIVERSITY - PUNJAB

Higher Secondary Certificate | 2011 TO 2012

ARMY SCHOOL - SAGAR, MP

Secondary School Certificate | 2009 TO 2010

ARMY SCHOOL - AGRA, UP

SKILLS



- Data Analysis
- SEO & SMO
- Mobile Marketing
- Strategic Planning
- Email Marketing
- Creativity & Curiosity
- Writing & Designing
- Content Marketing
- WordPress
- Digital Graphics Creation
- Digital Media Design
- Marketing Strategy
- Google Tag Manager
- LinkedIn Ads
- Facebook Ads
- Google Ads
- Ahref Tool
- Crisis Management

MY LIFE PHILOSOPHY

"All our dreams come true if we have the courage to pursue them."