

DIGITAL RAI

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SUMMARY

"Skilled in digital marketing and web development, I create tailored strategies for SEO, PPC, and social media to boost online growth. Focused on results and exceeding client expectations."

SKILLS

- Pay-per-click advertising
- Campaign execution
- Website analytics
- Web development
- Lead generation campaigns
- Business intelligence
- Marketing strategy
- Customer relationship management
- SEO optimization
- Social media management
- Marketing and advertising
- Marketing automation tools
- Keyword research analysis
- E-commerce marketing
- HTML and CSS

EXPERIENCE

01/2020 - 03/2021

Digital Marketing Executive

Epison Technology - New Delhi, IN

- Coordinated marketing events for showcasing product and service offerings.
- Coordinated with cross-functional teams to ensure brand consistency across all digital marketing efforts.
- Monitored performance of campaigns using analytics software such as Google Analytics.
- Utilized Twitter and Facebook to promote products, services and content.

05/2021 - 06/2022

Digital Marketing Specialist

heights - New Delhi, IN

- Provided technical support during product launches or other special events.
- Analyzed website traffic metrics and adjusted strategies accordingly.
- Optimized landing pages for search engine optimization purposes.
- Collaborated with creative teams to design visuals for digital marketing campaigns.

07/2022 - Current

Digital Marketing Manager

NexgenMarketing - New Delhi, IN

- Wrote social media content to increase engagement with customers.
- Produced blog posts, pay-per-click ads and promotional content.
- Posted new content for products and services when managing marketing and release calendars.
- Supported SEO initiatives to improve content, keywords, and branding.

PROJECTS

- **Gangnam Cafe** Provided website development, SEO, and PPC ad services to improve the cafe's online visibility and customer engagement.
- **Cognizione** Managed website development and executed SEO strategies to increase organic search rankings and drive website traffic.
- **Mehar** Delivered SEO services to enhance Mehar's search engine visibility and online presence.

- **NGO Campaigns** Launched and managed PPC campaigns for an NGO, focusing on donation acquisition and increasing public awareness.
- **Sales Ads for New Startups** Ran targeted sales ads for emerging brands like **gloew.store**, **zhopper.shop**, and **Fenix**, helping them acquire new customers and increase sales.
- **Urban Clap** Managed paid advertising campaigns to acquire new clients and improve Urban Clap's market reach.
- **Duke Clothing** Increased clothing sales through tailored advertising strategies and paid campaigns.
- **BGG (Complete Digital Marketing Services)** Provided comprehensive digital marketing services, including SEO, PPC, and social media campaigns, to improve brand awareness and drive business growth.
- **Bindal Associates (Real Estate Lead Generation)** Implemented lead generation campaigns to provide qualified real estate leads, contributing to business expansion.

ACHIEVEMENTS

- Successfully improved search engine rankings for several clients, resulting in increased website traffic and sales.
- Delivered measurable ROI through well-targeted PPC campaigns.
- Contributed to lead generation, client acquisition, and sales growth across various sectors.

EDUCATION AND TRAINING

01/2016

GED

Delhi University - New Delhi, India

LANGUAGES

Hindi: First Language

English: C2

Proficient (C2)

SOCIAL LINKS

- <https://digitalrai.co.in/>
- <https://www.linkedin.com/company/102676495/admin/page-posts/published/>
- <https://www.facebook.com/profile.php?id=61551870183217>
- https://www.instagram.com/official_digitalrai/