

EXECUTIVE SUMMARY

Driven Digital Marketing Manager with more than 7 years of experience in building and developing marketing campaigns and strategies focused on content-driven SEO, email marketing, and review management for an eCommerce website. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals with excellent communication skills, great time management abilities, and strong attention detail.

TECHNICAL SKILLS

- Google Analytics
- Google AdWords
- Google Search Console
- MS Office Suite
- Zoho CRM
- WordPress
- Webmaster Tools
- Keyword Research tools

PROFESSIONAL EXPERIENCE

Corporate Bridge Consultancy Pvt. Ltd (EDUCBA)**Assistant General Manager***Apr 2016 - Sep 2020***Senior Research Analyst***Apr 2013 - Mar 2016***Mumbai, India**

As professional assigned multidimensional roles, I undertook the following activities:

Digital Marketing

- Developed and lead a comprehensive marketing strategy, from 'top-of-the-funnel' awareness through conversion. Work closely within paid search, social media, search engine optimization (SEO) and ensure integration of digital marketing with offline marketing strategy and tactics
- Digital Marketing efforts increased the organic website traffic from 2,000 daily visitors in year 2017 to 100,000 daily visitors in the year 2020
- Improved Domain Authority of the website from 40 in the year 2018 to 55 in the year 2020
- Designed and implemented objective-driven, analytically supported email marketing programs/campaigns which leverages a wide range of best practices, strategies, tactics that are best suited for the target market and the business
- Optimized email copy and sequencing through A/B testing to improve the average open rate from 8% to 21%
- Performed day-to-day email marketing activities including email campaign set-up, customer list segmentation, landing page creation, scheduling, multivariate testing, URL tagging. Create and manage the email calendar, coordinating with online and offline promotional offers
- Executed segmented & personalized email marketing campaigns throughout key moments of the customer lifecycle and analyzed marketing analytics & metrics (33% average email open rate)
- Performed online review management across multiple online review websites, to improve overall business performance. Updated and monitored review sites for all derogatory commentary
- Lead the development of an affiliate marketing program, and undertake real-time reviews of the impact of affiliate marketing campaigns on sales performance, and adjust incentive structures accordingly to deliver the maximum ROI
- Created and monitored social media campaigns across all company channels (Facebook, YouTube, Twitter, LinkedIn)

Search Engine Optimization (SEO)

- Drove the SEO channel growth plan to increase website visitors and expand the business aggressively
- Improved organic search results through research and identification of profitable keywords. The efforts increased the search engine results page from 12 to number 1 for numerous blog posts we published
- Created blog sites with a focus on keyword-rich content and SEO to assist in the success of each campaign. It grew from 1,000 to 120,000 monthly organic visitors to the site
- Developed title tag, description of meta tags and highlighted and added relevant links to the site
- Develop SEO strategies based on keyword research, keyword strategy, competitive analysis, domain authority, current rankings, and other factors that contribute to developing a successful SEO campaign
- Coordinated with the Content, Design, Sales, SEO team to derive business requirements
- Took measures to recruit the right workforce to create web content that will drive SEO

Content Marketing

- Created an ongoing content strategy to help customers stay updated on the latest skills using Blogs, Webinars, Videos and Infographics
- Brainstormed on content development as per the current market requirements of readers as well as clients
- Managed website via WordPress, closely working with the front end IT team on web designs
- Created content to publish on the website to increase the chance of visitor performing the desired call-to-action
- Lead an internal team of content creators, content writers to meet the content requirements

Business Development & CRM

- Responsible for all digital consumer engagement to strengthen sales, loyalty and retention of subscribers
- Executed CRM campaigns to cross-sell and up-sell new and existing products to the customers
- Created marketing strategies that used Coupon codes, Pop-ups, designing of product web pages and shopping cart to generate leads and their ultimate conversion
- Created cross-team processes and tools to support instructor success, including regular collaborations with Product, Marketing and Research teams
- Supported customers by maintaining feedback loops to collect learner feedback, and providing personalized course suggestions
- Worked closely with the commercial sales team to report progress towards monthly revenue goals, share campaign analytics & key insights, and collaborate on marketing initiatives for generating new business opportunities
- Undertook the recruitment of our training instructors and content partners to develop new courses that meet customer needs

EDUCATION

Masters in Management Studies (2013)

Vidyalankar Institute of Technology (Mumbai, India)

Bachelor in Management Studies (2011)

SIES College of Arts, Science & Commerce (Mumbai, India)

CERTIFICATION

Google Analytics for Beginners

Issued: Google Analytics Academy (Mar 2021)

Advanced Google Analytics

Issued: Google Analytics Academy (Apr 2021)