

2013-07 - 2016-06

Assistant Manager Marketing

Adept Marketing & Advertising, Gurgaon, Haryana

- Drove all digital marketing tactics, which include **Y a UJ` a Uf_Yh]b [z** landing pages, **G9C#G9Aiz** paid search, banner placement, analytic tagging, mobile optimization, and social **Á { ^áæ**.
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- -commerce management - Like Amazon,

2012-09 - 2013-06

SEO Executive

Rapidsoft Technologies, Gurgaon, Haryana

- Optimized 50+ websites with architecture, content & keywords
- Website Demographics and Statistics using Google Analytics
- SEO strategies to increase traffic resulting increase in client's market share
- Planning & implementing content for Social Media

Education

2008-04 - 2011-04

Bachelor of Science: Information Technology

NIIT - Delhi

Certifications

Google Analytics Individual Qualification

Google Ads Search Certification

Accomplishments

- 50+ Exhibitions across the globe
- 1Millon views to the experimental video "Thank You Ustaad"
- Exceptional Work in Marketing Award - 2016-17

Technical Skills

Social Media Tools, Email Marketing tools, CRM, Photoshop, Wordpress, Elementor, MS Office.

Expertise

Advertising & Branding, Event & Exhibition Management, Vendor Management
Social Media Marketing, Creative Designing, Email Marketing Expertise