Shrikant Sharma

Digital Marketer & Lead Generation Specialist

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Profile

Digital Marketing Executive with 2.5 years of experience leading a team and driving impactful marketing campaigns. Skilled in Lead Generation, Canva Designing, SEO, SMO, Google Ads, and data-driven decision-making. Proven ability to optimize lead generation, enhance brand visibility, and deliver measurable business growth. Seeking to leverage expertise in a collaborative team to achieve exceptional marketing outcomes.

Areas of Expertise

SEO - SMO - Lead Generation - Google Ads - Canva Design - Data Analysis - Content Strategy - Social Media Marketing - Team Leadership - CMS Handling - WhatsApp Marketing - Video Marketing - Basic WordPress - Banner Creation - Organic Growth Strategies - PPC Campaign Strategy

Professional Experience

Digital Marketing Executive, *(KR Network Cloud Technologies Pvt Ltd)* **Nirman Vihar, Delhi** *07/2022 - present*

- Boosted website traffic from 1,000 to 6000 monthly visits through PPC and organic strategies.
- Achieved a 100% increase in exam enrollments and admissions using innovative lead management.
- Spearheaded lead generation campaigns, increasing monthly leads from 600 to 1,200 while maintaining quality standards.
- Grew YouTube subscribers from 7,000 to 17,000 despite content scheduling challenges
- Enhanced Google My Business reviews from 600 to 1,450, strengthening local credibility.
- Designed and implemented a multichannel lead generation strategy encompassing SEO, Social Media, WhatsApp marketing, and paid ads.
- Designed over 30 promotional banners monthly using Canva for events and offers.

Education

○ **MCA** *Chandigarh University* **Punjab, India** *2024-2025*

○ **BCA** *Indira Gandhi National Open University* **Delhi, India** *2019-2023*

Courses & Certifications

- Digital Marketing (Feb 2022) - SRC Education

Skills

- **SEO and SMO Optimization**
- **Google Ads Campaign Strategy**
- **Data Analysis and Reporting**
- **Canva Design (Advanced)**
- **Social Media Engagement**
- **Lead Generation and Management**
- **CMS Handling**
- **Content Strategy and Marketing Planning**

Languages

- **Hindi** [Native and Good]
- **English** [Intermediate]