

Tushar Agrawal

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PROFESSIONAL SUMMARY

A passionate and hardworking individual seeks full-time opportunities in digital marketing. Experienced in hands-on live projects, demonstrating attention to detail and a love for teamwork. Possesses exceptional communication and interpersonal skills, fostering collaborative environments and promoting effective information exchange. Curious by nature, eager to contribute and learn in a fast-paced professional setting.

EDUCATION

Skill Elephant, Indore - Generative AI Advancement Digital Marketing

Jul 2024 - Dec 2024

Passionate and meticulous professional pursuing a Digital Marketing course with generative AI advancement. Skilled in various channels such as SEO, graphic designing, SMM, Wordpress, Chat Gpt, and Blogging. Demonstrates exceptional teamwork, communication, and brilliant interpersonal skills. Adept at collaborating effectively and achieving goals in diverse settings.

TechnoGraze Solutions, Bhopal - Advance Digital Marketing Course

Nov 2019 - Feb 2020

Professionalism with strong time-management and leadership skills. Proficient in digital marketing strategies including website creation, SEO, and SMM. Skilled in web analytics and lead generation, utilizing WhatsApp marketing and photo editing with Canva. Experienced in content marketing, Amazon affiliate marketing, video advertising, and online display advertising.

BU Bhopal — B Com (Computer Applications)

2016 - 2019

Non Technical course that enhanced proficiency in programming languages, mathematics, and diverse subjects, fostering professional development in the corporate realm.

Samartians Sr. Sec. School, Hoshangabad

10+2 [2015 - 16] CBSE

PROJECT

- Paid Live project for Career Launcher Website - (September, 2020 – September, 2021)
 - Website building for Small Business, "Gahelot Nursery and Floriculture" (August, 2020 – Jan,2021)
 - Online presence generation for MSDGYMS - (June, 2020 – Aug, 2020)
 - Logo Designing for Virat Wedding Organizer, Chindwara.
 - Created YouTube Channel for Drishyam The Vision, online classes for MPPSC.
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WORK EXPERIENCE

Sahaj High Marketing Solutions, Indore – Sr. Digital Marketing Executive

Oct 2023 – Present

Roles & Responsibilities

Contributed to company success by managing various advertising campaigns, including Google, Instagram, and Facebook ads. Utilized design skills to create visually appealing posters for all social media platforms. Implemented effective off-page SEO strategies, generating organic and inorganic leads through multiple channels.

Make My House, Indore – Digital Marketing Executive

Jul 2022 – Sept 2023

Roles & Responsibilities

Professional with expertise in digital marketing strategies and campaign execution. Demonstrated problem-solving and ownership skills in overseeing online marketing efforts, including website content management, social media monitoring, and brand awareness campaigns. Proven ability to collaborate with designers to enhance user experience and optimize SEO efforts. Proficient in utilizing various social media platforms and tools to create engaging content and drive customer engagement. Experienced in conducting keyword analysis, lead generation, and competitor research. Proficient in Canva, Photoshop, and AI for designing promotional materials. Collaborated with designers to enhance user experience, developed website stories and blog posts, and utilized Google Search Console

Hanford & Company, Indore – Digital Marketing Executive

Oct 2021 – Jul 2022

Roles & Responsibilities

Expertise in lead generation for International Global Financial Marketing. Skilled in team leadership, management, and problem-solving. Actively involved in SEO efforts and collaborating with designers to enhance user experience. Offers creative ideas for content marketing and updates website. Proficient in social media optimization on various platforms such as Facebook, Instagram, LinkedIn, Twitter, WhatsApp, and Pinterest. Experience in campaign management cross-channel, as well as poster design, and social media marketing and management.

Felix Consulting, Indore – Digital Marketing Trainee/Executive

Feb 2021 – Oct 2021

Roles & Responsibilities

Strong problem-solving and ownership skills in lead generation. Proven expertise in campaign management cross-channel. Skilled in designing posters and logos for in-house fitness centers, including Mario Fitness Gym. Successfully handled promotion and advertisement for Felix's Gym. Proficient in social media optimization on platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube, and Pinterest. Experienced in Google My Business and Google Ads, as well as Facebook Business Meta. Knowledgeable in Ubersuggest, keyword.io, and researching popular hashtags. Excels in poster, banner, video, ad, design, and social media marketing and management.

SKILLS

Analytical Abilities & Problem Solving | SQL | Sales | Marketing | MS-Excel | MS-PowerPoint | Basic Programming | Negotiation Skills | Canva | SEO | SMM | Google Search Console | Google Analytics | Off Pages and On Pages Optimization | Keyword Research and Planner | Ubersuggest | Semrush | Ads – Facebook and Instagram and Google
