



Aniket Tiwari

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South West Delhi, Delhi

SUMMARY

Proactive Digital Marketing Executive with experience in SEO and PPC advertising. Successfully optimized landing pages, leading to an increase in conversion rates. Coordinated influencer partnerships that enhanced brand visibility. Familiar with A/B testing and data-driven decision-making.

EXPERIENCE

Digital Marketing Executive

Templatolio

04/2023 - Present

Develop and Execute Digital Marketing Campaigns:

- Plan, create, and implement digital marketing strategies across various channels such as social media, email, SEO, and PPC.
- Ensure campaigns are aligned with business objectives and target audience.

Social Media Management:

- Manage and update social media profiles on platforms like Facebook, Twitter, Instagram, and LinkedIn. Engage with followers, respond to comments, and monitor social media trends.

SEO and SEM Optimization:

- Conduct keyword research and implement SEO best practices to improve website ranking and visibility. Manage and optimize Google Ads and other paid search campaigns to drive traffic and conversions.

Analytics and Performance Tracking:

- Use tools like Google Analytics, SEMrush, and social media analytics to track and measure campaign performance. Generate reports and provide insights to improve future marketing efforts.

EDUCATION

Master's in Business Administration

Indira Gandhi National Open University

07/2022 - Present

Bachelor's in Business Administration

Lingaya's Vidyapeeth

8.4 SGPA

07/2019 - 06/2022

SKILLS

Search Engine Optimization (SEO) • Keyword Research • Search Engine Marketing (SEM) • Social Media Marketing • Social Media Marketing • Pay Per Click • Campaign Management • Content Moderation • MS Excel

LANGUAGES

English

Fluent

Hindi

Native