

# Rishabh Yadav

Digital Marketer

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Skilled Digital Marketer with a growth and result-oriented mindset. Possesses extensive experience creating and implementing digital marketing strategies across industries with a zeal to learn and upskill.

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## WORK EXPERIENCE

- ❑ **Digital Marketing Analyst**, Sunhill Systems Pvt Ltd (February 2024 to Present)
    - Developed digital marketing strategies to enhance the online presence of clients in healthcare, finance & IT industries.
    - Managed and scaled Google Ads and Meta ads campaigns with spend ranging from INR 3 to 25 Lakhs per month.
    - Performed daily account management of Pay Per Click Accounts on Google AdWords and Meta for a variety of clients.
    - Handled end-to-end digital marketing advertising campaigns, including budget allocation, targeting, and performance tracking.
    - Performed extensive keyword research and optimized websites and ad copies using the best SEO techniques.
    - Performed leads research for business through a combination of keywords using Google Search & Meta. Was able to get premium leads and tracked conversion data to ensure conversion into paying customers.
  - ❑ **Marketing Associate**, Inciterz Tech Pvt Ltd (January 2023 to January 2024)
    - Developed and executed comprehensive marketing strategies to improve the online presence of the company and its clients.
    - Optimized client websites using the best SEO practices to achieve traffic targets and generate quality leads.
    - Leveraged off-page and technical SEO techniques to improve the health of 7+ client websites across different industries.
    - Conducted comprehensive market research to understand the latest market trends and incorporate them into marketing strategies.
    - Collaborated with cross-functional teams to create a strategic online presence for 5+ brands across the IT, healthcare, and e-commerce industries.
    - Developed cohesive brand messages and created campaigns across multiple channels including email campaigns, social media, content marketing, etc.
    - Used content marketing principles to create and optimize landing pages and achieved quality leads for clients.
    - Conducted competitor analysis and created audit reports to explain a website's health in detail.
  - ❑ **Marketing Intern**, Inciterz Tech Pvt Ltd (July 2022 to December 2022)
    - Assisted in creating digital marketing strategies for the company and its clients from scratch.
    - Assisted in developing social media strategies by conducting market research and ideating post ideas.
    - Conducted keyword research to assist content and social media teams in creating optimized content.
    - Conducted competitor analysis to understand the market and recognize opportunities for growth.
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## EDUCATION

- ❑ **Masters of Arts (Sociology)**  
IGNOU  
(2021-2023)
  - ❑ **Bachelors of Commerce**  
University of Delhi  
(2017-2020)
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## SKILLS

- ❑ **Domain:** Search Engine Optimization (SEO), Digital Marketing, Paid Campaigns, Social Media Management, Competitor Analysis
- ❑ **Tools & Tech:** Google Ads, Meta Ads, Google Analytics, Google Search Console, Ahrefs, Semrush, WordPress, & Canva.
- ❑ **Soft Skills:** Communication (Written and Spoken), Leadership, Collaboration, Creativity, Time Management