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### SUMMARY

Organized DIGITAL MARKETING EXECUTIVE with knowledge and abilities to coordinate successful promotions. Blends traditional and contemporary techniques to maximize reach and customer acquisition. Offers 4 years of experience and excellent planning and problem-solving abilities paired with a data-driven mindset.

### WORK EXPERIENCE

#### Digital Marketing Manager

TFG InfoTech Pvt Ltd.

04 Jan 2024 - 14 July 2024

- Strategy Development:
- Campaign Management:
- Content Creation and Management:
- Social Media Management:
- SEO and SEM:
- Analytics and Reporting:
- Team Leadership:
- Budget Management:
- Client Management:

#### Digital Marketing Manager

WK Associates LLP (Productivagroup)

30 Dec 2021 - 01 Jan 2024

- During my career, I have worked on over 60 projects
- Build, plan, and implement the overall digital marketing strategy
- Manage the strategy
- Manage and train the rest of the team
- Stay up to date with the latest technology and best practices
- Manage all digital marketing channels
- Measure ROI and KPIs
- Prepare and manage a digital marketing budget
- Oversee all the company's social media accounts
- Manage and improve online content, considering SEO and Google Analytics
- Build an inbound marketing plan
- Forecast sales performance trends
- Motivate the digital marketing team to achieve goals
- Monitor competition and provide suggestions for improvement
- Worked as a 360 DIGITAL MARKETING EXECUTIVE
- Handled All Marketing Platforms like SEO, SMO, and, Web Designing.
- Built positive relationships with cross-functional teams to aid brand awareness and growth  
Handled a team of 17 members
- Worked on Global projects
- 30 to 70 % conversation on paid campaigns

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## Digital Marketing Executive

18 Nov 2019 - 27 Dec 2021

Digital Marketing Executive

- Carried out comprehensive digital marketing analysis to innovate and develop growth opportunities. Worked as a 360 DIGITAL MARKETING EXECUTIVE
- Developed a cross-channel social media platform to engage different customer segments on Facebook, Instagram, Twitter, and Pinterest.
- All kinds of paid ads Like Google, YouTube, Facebook, Instagram, LinkedIn, ETC.
- Handled All Marketing Platforms like SEO, SEMO, and, Web Designing.
- Leveraged data to understand what worked on each social media platform to improve engagement rate Did the Client Dealing And the Meeting
- Cold Calling and Lead Generation
- Built positive relationships with cross-functional teams to aid brand awareness and growth
- Managed online content using best practices in SEO to improve search rankings.
- Did the SEO Daily Activities
- Did the On-Page, Off-Page, And Technical SEO, Audit the website.

## Digital Marketing Intern

5 Aug 2019 -11 Nov 2019

DIGITAL AAKAR

- Increased social media engagement effectively through targeted, on-trend content creation. Demonstrated clear working knowledge of Facebook ads to enhance social media marketing campaigns.
- Work on All social media platforms
- Daily posting on all social media platforms
- Increases the traffic on all the client's platforms
- Generating Organic leads and Traffic.
- Managed lifecycle aspects of strategic marketing communications and campaigns, achieving bespoke delivery targets.

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## EDUCATION

### Bachelor of Arts

2014 - 2017

Rajdhani College University of Delhi

### Master of Arts in History

2017 - 2019

Indira Gandhi National Open University

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## PROFESSIONAL SKILL

- Social Media Marketing
- Strategies Designing
- Website Designing
- All kinds of (Paid Ads )
- Graphic Designing
- Team Handling
- Client Dealing
- Direct Marketing
- Team Handling
- Client Dealing
- Direct Marketing
- SEM, (Paid Ads )
- Brand management
- Manage Social Media Presence
- PPC.