

DARSHIKA DWIVEDI

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Kanpur, Uttar Pradesh, India

DIGITAL MARKETER

- Proficient in managing and optimizing Google Ads campaigns to maximize ROI and drive targeted traffic.
- Strong expertise in SEO, enhancing online visibility, and improving search engine rankings.
- Skilled in lead generation strategies, successfully increasing customer inquiries and conversions.
- Experienced in creating and managing Facebook Ads, boosting brand engagement and awareness.
- Adept at social media marketing, developing strategies to grow online presence and foster audience interaction.
- Results-driven with a focus on data analysis to continually optimize digital marketing efforts.

STRENGTHS AND EXPERTISE

- Google Analytics
- Google Ads
- WordPress
- Facebook Ads
- Leads Generation
- Social Media Marketing
- E-mail Marketing
- Communication skills
- Customer demographics and understanding

PROFESSIONAL EXPERIENCE

Rama University

Kanpur, U.P, India

March 2024 - Present

Digital Marketing Executive

- Managed and optimized Google Ads campaigns to drive targeted traffic and maximize ROI.
- Executed SEO strategies to enhance website visibility, improve search rankings, and increase organic traffic.
- Developed and implemented lead-generation strategies to attract potential students and improve enrollment numbers.
- Managed and optimized Facebook ads to reach and engage target audiences, boosting brand awareness and conversion rates.
- Lead social media marketing efforts across multiple platforms, creating and curating content to drive engagement and foster a strong online presence for the university

Codfty- Software Company

Noida,U.P, India

May 2024 - Present

Head of Digital Marketing (Freelance)

- **Strategic Planning:** Develop and execute comprehensive digital marketing strategies to enhance brand visibility and drive business growth across multiple platforms.
- **Team Leadership:** Lead, mentor, and manage a team of digital marketing professionals, fostering a collaborative environment focused on achieving key performance indicators (KPIs).
- **Campaign Management:** Oversee the planning, execution, and optimization of digital marketing campaigns, including SEO, SEM, social media, email marketing, and content marketing.
- **Budget Management:** Manage the digital marketing budget, ensuring efficient allocation of resources to maximize ROI and achieve marketing objectives.

- **Brand Development:** Collaborate with creative teams to ensure consistent brand messaging across all digital channels, aligning with the company's overall brand strategy.
- **Client Engagement:** Work closely with clients to understand their needs and tailor digital marketing strategies that meet their specific goals and objectives.
- **Cross-functional collaboration:** Partner with other departments, including sales, product development, and IT, to align marketing strategies with overall business objectives.
- **Performance Reporting:** Provide regular reports to senior management on the progress and success of digital marketing campaigns, offering insights and recommendations for continuous improvement.

Digital MarkEthics

Noida, U.P, India

December 2023 - February 2024

Digital Marketing Consultant

- **Develop and Implement Strategies:** Design and execute comprehensive digital marketing strategies, including SEO, PPC, content marketing, social media, and email campaigns, to meet client objectives and drive online growth. Create engaging content: Develop high-quality content that resonates with the target audience, such as hair care tips, product reviews, and tutorials. This will help establish the brand as an authority in the industry and drive more organic traffic to the website.
- **Analyze and Optimize Campaigns:** Monitor, analyze, and optimize ongoing digital marketing campaigns using tools like Google Analytics, SEMrush, and HubSpot to ensure maximum ROI and performance efficiency.
- **Client Consultation:** Collaborate with clients to understand their business goals and challenges, providing tailored digital marketing solutions and actionable insights to enhance their online presence.
- **Stay updated on industry Trends:** Continuously research and stay up-to-date on the latest digital marketing trends, tools, and best practices to ensure strategies are current and effective.
- **Reporting and Communication:** Prepare detailed performance reports and present findings and recommendations to clients and stakeholders to support data-driven decision-making.

Flavica Exports Pvt. Ltd.

Kanpur, U.P, India

December 2022 - November 2023

SEO Executive

- **Develop an SEO strategy:** Identify relevant keywords and phrases that potential customers might use to search for products or services related to Oriental Hair. Optimize the website content and structure to improve search engine rankings.
- **Create engaging content:** Develop high-quality content that resonates with the target audience, such as hair care tips, product reviews, and tutorials. This will help establish the brand as an authority in the industry and drive more organic traffic to the website.
- **Leverage social media:** Use social media platforms to promote the brand and engage with potential customers. Share informative and visually appealing content, respond to comments and questions, and encourage user-generated content.
- **Monitor and analyze website traffic:** Use analytics tools to track website traffic, user behaviors, and conversion rates. Use this data to identify areas for improvement and refine the marketing strategy.

SEO Executive

- It boosted organic site traffic by 79%, by developing and executing digital marketing content strategies.
- Increased our organic clients through Google My Business

Digital Savera

April 2022–June 2022

Kanpur, U.P, India

Internship

- Learned about the company's SEO Strategies to gain more website traffic.
- Learned about Social Media Marketing.

EDUCATION

10th 2014

Kumari Udyan Girls Inter Collage, U.P Board, Kanpur

12th 2016

Kumari Udyan Girls Intercollege, U.P Board, Kanpur

Graduation

2020 - 2023

B.B.A DAMS Collage, CSJM Kanpur University, Kanpur

Certificate

**Google Digital Garage
Fundamentals Of Digital
Marketing**

<https://drive.google.com/file/d/15Jtrxx2YIrmGLifKz0bidj3gmkGES0h-/view>
