

ADITYA MISHRA

DIGITAL MARKETING EXECUTIVE

CONTACT

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Noida Sector 62

EDUCATION

2017 - 2020

DR. RAM MANOHAR LOHIA AVADH
UNIVERSITY

- Graduation

CERTIFICATION

FAB 2021 MAY 2021
DUCAT NOIDA SEC 16

- Digital Marketing

SKILLS

- Search Engine Optimization
- Google Analytics 4
- Facebook Ads
- Instagram Ads
- Google Ads
- Google Tag Manager
- Google Search console
- SEMRush
- Ahref
- Google keyword planner
- WordPress
- CRM

WORK EXPERIENCE

CareerMaker Solutions - Noida Sec 63

JUN 2024 TO NOV

Digital Marketing Executive

2024

US-Based EdTech Company

- Executed comprehensive SEO strategies to enhance the website's visibility, increase organic traffic, and drive enrollments for e-learning courses.
- Managed and optimized Facebook and Instagram Ads, creating targeted campaigns to promote online courses and boost lead generation across key audience segments.
- Designed and deployed email marketing campaigns to nurture prospects, retain students, and promote new course offerings, tracking engagement and conversion metrics.
- Maintained and updated the company's WordPress website, ensuring a seamless user experience and implementing SEO best practices to improve search rankings.
- Utilized WhatsApp Marketing to engage with prospective students, providing course information, responding to inquiries, and driving course sign-ups.
- Integrated and managed Learning Management System (LMS) content, ensuring efficient course delivery and tracking learner progress for an enhanced e-learning experience.

Jindal Alfatech Realty - Alpha 1

Feb 2023 - JUN 2024

Digital marketing Executive

Real Estate Company

- Led SEO efforts to optimize the company's website for search engines, improving rankings for key real estate-related terms and driving organic traffic growth.
- Managed local SEO strategies, optimizing Google My Business profiles and ensuring strong visibility in local search results to attract potential buyers and sellers in specific regions.
- Developed and executed targeted Facebook Ads campaigns to promote property listings, generate leads, and enhance brand awareness within key demographic groups.
- Analyzed website and campaign performance using Google Analytics, tracking key metrics and providing actionable insights to refine marketing strategies and maximize ROI.

- Regex
- Google Looker Studio
- Data Visualization
- Google Business Profile
- Log File Analysis
- Microsoft Clarity

LANGUAGES

- English:
- Hindi:

Dentistry Billing & Consulting - Noida 63 Digital Marketing Executive

APR 2021- FAB
2023

US based Dental Insurance Verification Company

- Developed and implemented SEO strategies to increase organic traffic and improve search engine rankings, targeting key industry-related keywords.
- Managed email marketing campaigns, creating engaging content to nurture leads and promote company services to dental professionals.
- Handled social media marketing, maintaining an active presence on platforms such as LinkedIn and Facebook, while driving brand awareness and engagement through strategic posts and campaigns.