

VICKY KATARIYA

DIGITAL MARKETING MANAGER/SEO EXPERT/SOCIAL MEDIA

CONTACT

📞 9893038843

✉️ vickat00@gmail.com

📍 Gurgaon

SKILLS

- SEO Expert and Google Analytics
- Google and Facebook Ads
- Social media strategy
- Web content development, CMS
- Google AdSense, Ad Manager, and Webmasters
- Professional & Corporate blogging
- Project management
- Photo and video editing
- Article writing
- Keyword research

EDUCATION

Master of Business Administration - Specialization in DIGITAL BUSINESS

UPES - University of Petroleum and Energy Studies

2023-ongoing

Bachelor of Arts, Major in English, History, and Politics.

Maharishi Mahesh Yogi Vedic Vishwavidyalaya

2019-2022

High School

St Francis Convent School

Class 10th & 12th

Stream: Mathematics & Science

CERTIFICATE

Advanced Certification in Digital Marketing and Analytics from CCE IIT Madras

LINKEDIN

<https://www.linkedin.com/in/vickykatariya/>

ABOUT

Experienced digital marketer with a Strong sense of creativity, imagination, and innovation-seeking a position where I can utilize my experience to increase sales and increase the online presence of brands through strategic content creation. Skilled in WordPress, social campaign management, PPC, SEO, and digital market research.

WORK EXPERIENCE

Digital Marketing Manager

Skoodos & SELIN (Spherion Solutions Pvt Ltd)

SEP 2022 - Mar 2024

- Managed a quarterly budget of 200k for Meta and Google Campaigns, optimizing spend for a 40% ROAS.
- Managed a team of 10+ marketing professionals to ensure the success of marketing campaigns.
- Increased website organic traffic by 60% within 3 months through content marketing and SEO.
- Increased the company's social media followers by 10x through targeted campaigns and strategic planning.
- Conducted A/B testing on Campaigns, Ad Groups, Audiences, Buyer Personas, and 50+ Ad creatives to identify top performers.
- Planned and executed Lead Generation Campaigns which resulted in a ROAS of 120%.
- Developed and executed digital marketing strategies across multiple channels, including social media, email marketing, SEO, and PPC.
- Maintained digital marketing staff by recruiting, selecting, orienting, and training employees.
- Managed the company's 5 ventures(Skoodos, Skoodos Mart, SELIN, SkooBuzz, and SkoodosBridge) plus clients' digital marketing activities.
- Proofreading and approvals for content like Articles, Captions, Video Scripts and Social Media creatives.

Freelancer/Self Employed

JAN 2017 - AUG 2022

- Created over 20 WordPress websites for clients.
- Created Social Media pages and accounts for the clients.
- Managed Google Campaigns including search, display, traffic, and YouTube for clients.
- Drove Tier 1 countries traffic on clients websites with a CPC of less than \$1.
- Wrote and published more than 600 SEO-optimized articles on websites with more than 50+ articles ranking in search results.

VICKY KATARIYA

DIGITAL MARKETING MANAGER

DEAR HIRING MANAGER,

I am excited to apply for the Digital Marketing Manager position at your company. Based on my recent work experience and my expertise in developing and executing digital marketing campaigns, I believe I can exceed your expectations for this role.

As a Digital Marketing Manager at Skoodos & Ventures, I have successfully designed and executed digital marketing campaigns across multiple channels such as social media, email marketing, SEO, and PPC. I have effectively managed the company's social media presence, with a team of content creators. Additionally, I have developed and managed email marketing campaigns, and WhatsApp campaigns, and analyzed campaign performance to improve results.

I have successfully managed a team of marketing professionals to ensure the success of marketing campaigns. My extensive experience in managing digital marketing activities for not only Skoodos' three ventures but also clients' will be of great benefit to your organization. I am confident that my skills in digital marketing, along with my experience in team management, make me a strong candidate for this role.

My extensive experience as an expert blogger with more than 600+ articles combined with my background in WordPress & PPC will provide a powerful punch to get high-quality prospects engaged with your company's message. I am eager to dive into this opportunity and develop a mutually beneficial relationship with you and your organization.

Thank you for considering my application. I am eager to contribute to your company's success and build a mutually beneficial relationship.

SINCERELY,



VICKY KATARIYA
