

LALIT GIRI

DIGITAL MARKETING SPECIALIST

ABOUT ME

Experienced Digital Marketing Executive with expertise in both on-page and off-page SEO, as well as managing Google Ads campaigns. Seeking a full-time position in a dynamic organization where I can contribute my skills and drive growth.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

Binmile Technologies
July 2023 - Present

- Managed SEO strategies to drive organic traffic and improve search engine rankings.
- Conducted keyword research and competitor analysis for optimizing content.
- Monitored and analyzed website performance using Google Analytics and Search Console.
- Managed Google Ads campaigns to increase visibility and improve conversions.
- Collaborated with the technical team to resolve website issues.

Market Research Analyst Internship

iZooto
August 2022 - January 2023

- Conducted online research and data scraping to profile target customers using tools like Apollo, Sales Navigator, Slintel, and ZoomInfo.
- Collected data on consumers, competitors, and marketplaces to generate actionable insights.
- Analyzed findings to assist in strategic decision-making and reporting

TOOLS

- Semrush
- Ahref
- Ubersuggest
- Screaming Frog
- Seobility
- Google Keyword Planner
- Google Analytics & Google Search Console
- Google Ads Transparency Centre

EDUCATION

MBA in E-Marketing

Manipal University Jaipur | 2022 - 2024

BBA in Marketing

Uttaranchal University | 2018 - 2021

High School (Commerce)

Dev Bhumi Public School | 2018

Get in Touch!



+91 7060833258



lalitgiri7361@gmail.com



New Delhi



[lalit-giri-33b529217/](#)

LANGUAGE

- English
- Hindi

CORE SKILLS

- SEO (On-page & Off-page)
- Google Ads Management
- Content Optimization
- Keyword Research & Competitor Analysis
- Paid Advertising Strategies
- Ad Copywriting
- Bid Management
- Conversion Tracking
- Problem-solving & Analytical Skills