

RITIKA GARG

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05-10-1997

Results-driven digital marketing professional with nearly 4 years of experience in managing client projects, building online presence, and driving e-commerce growth through SEO, content strategy, and website design. Known for delivering tailored solutions that enhance brand visibility and client satisfaction.

WORK EXPERIENCE

Farmonics Enterprises

September 2022- Present

- **Website Presence:** Built and maintained an online presence, increasing visibility and engagement through SEO, website optimization, and social media strategies.
- **Content and Keyword Strategy:** Conducted keyword research and optimized content for SEO, improving organic search rankings and driving traffic.
- **Social Media Strategy and Execution:** Developed and maintained Farmonics' social media presence on platforms like Meta (Facebook and Instagram), enhancing brand visibility and engagement with target audiences.
- **Cross-Platform Ad Campaigns:** Successfully planned and executed paid ad campaigns on YouTube, Meta, and Google, achieving increased traffic, lead generation, and brand awareness through optimized targeting and audience engagement techniques.
- **Performance Analysis and Optimization:** Monitored campaign metrics and employed data-driven adjustments to maximize ad performance, ensuring high engagement and conversion rates on each platform.
- **E-commerce Management:** Handled end-to-end e-commerce tasks, including inventory management, online catalog updates, and product descriptions.
- **Web Design:** Designed and optimized the website layout, ensuring a user-friendly interface that aligned with company branding.

Sbeta Technology

January 2021-August 2022

- **SEO-Driven Traffic Growth:** Employed targeted SEO strategies, such as keyword optimization and on-page SEO enhancements, to increase organic traffic to client websites, resulting in measurable growth and improved search engine visibility.
- **Social Media Optimization (SMO):** Enhanced clients' online presence by optimizing their social media profiles, improving engagement, and increasing brand visibility through SMO tactics on platforms like Facebook, Instagram, and LinkedIn. Ensured that the messaging aligned with their branding and marketing goals.
- **Client Project Management and Relations:** Successfully managed multiple client projects, building strong relationships and ensuring satisfaction through consistent, effective communication.

EDUCATION

Post Graduation Diploma in Marketing Management (PGDM)

Narsee Monjee Institute of Management Studies (NMIMS)

- Specialization in Marketing.

Bachleors in B.Com(H)

Delhi University

ADDITIONAL INFORMATION

- **Digital Marketing Tools:** Proficiency in Google Analytics, SEO tools (e.g., SEMrush), keyword research tools (e.g., Google Keyword Planner).
- **Technical Skills:** Familiarity with campaigns (e.g., Google Adwords, Meta ads), e-commerce management platforms, and content management systems.
- **Soft Skills:** Strong communication, client management, and project coordination skills.