



A / S

AMIT SHARMA

DIGITAL MARKETING MANAGER

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Govind Colony Indore

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SOCIAL MEDIA

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PROFILE

Innovative task-driven professional with 6+ years of experience in developing and implementing effective digital marketing strategies. Proven track record in increasing website traffic, improving social media engagement, and generating leads through various digital channels. Skilled in managing teams, budgeting, & tracking

EDUCATION

- SSC**
 - Brilliant Academy, Indore M.P.
 - 2012-2013
- HSC**
 - Garima Vidhya Mandir, Indore M.P.
 - 2013-2014
- B.COM PLAIN**
 - Shri Vaishnav College of Commerce
 - 2014-2017

WORK EXPERIENCE

2017-2018

New Delhi

VIDEO SCRIPT WRITER / SMM

/ Gullybaba Publishing House Pvt. Ltd

Gullybaba Publishing House Pvt. Ltd. is India's Leading Publishing House dedicated specifically to IGNOU and other Distance Learning students. Established in 2002 in Delhi, it was born out of empathy and a true understanding of the challenges and pain points of the IGNOU students.

- Worked as a screenwriter, taking on numerous assignments
- Owned social media presence across Instagram, Youtube, Facebook, LinkedIn, Twitter, Pinterest, Reddit, and Tumblr with 9-2 posts a day.
- Edited and Creating How to Videos for Social Media Platform
- Assist in making video productions for different school departments as a videographer, editor or writer
- Innovative Blog Posting with several years of experience working to create interesting, entertaining, and informative blog posts for gullybaba.com/blog

2018-2019

Indore

Freelancer

/Amy Techno

Analyzing and Developing Marketing strategies based on business needs and goals. Planning and development of social media strategies. Building and maintaining client relationships.

- Providing advertising promotions and marketing services for local businesses in india
- Managing a combination of effective radio campaigns, mobile text marketing, social media,
- Utilizing professional experience and skills to develop lead generation to increase market
- Small businesses; retail, auto, restaurants, travel, health, education, financial, and non-profits.
- Additional services include target market research, analyzing and evaluating the effectiveness of marketing programs, cost and ROI, providing new and innovative ways for clients to reach their target market fast.

EXPERTISE

- Facebook Ads
- Google Ads
- Website Building
- Social Media Marketing
- Landing Pages
- Funnel Making

SKILLS & TOOLS

Adobe Photoshop

Adobe Illustrator

Premiere Pro

Adobe After Effects

Wordpress

Yoast SEO

Google Analytics

Google Search Console

HTML

CSS

Buffer

ActiveCampaign

OBS

Copywriting

Digital Marketing Strategies

Content Strategy

Account Management

Brand Development

2019-2022

📍 Indore

HEAD OF GLOBAL TRENDS AND FUTURING PROGRESSIVE STRATEGIST

/ Obligr India Pvt Ltd

Obligr is an AI, Blockchain, Metaverse, NFT, Cloud Company serving a unified platform for multiple services. Obligrservices are for businesses of all sizes.

- Developed and managed digital pay-per-click advertising programs using Google Adwords, Facebook, and third-party
- Performed monthly adjustments on client accounts/campaigns in Google AdWords and social media channels in order to maximize performance within current budget.
- Produced monthly performance reports for clients for SEM programs utilizing reporting tools such as Google Analytics; determined key metrics that were of primary importance to clients and provided trending data to compare results month-by-month.
- Supported business development through the development of comprehensive multi-channel digital advertising programs, written proposals and client presentations based on analysis of prospect's long-term goals and available budget.
- Implemented SEO strategies for client websites including layout, content optimization, keyword structuring, etc.
- Assisted in providing ROI analysis of clients digital marketing campaigns.
- Proven understanding and implementation of pay-per-click, search engine optimization, google analytics and data analysis.
- Set up Google AdWords advertising campaigns including keywords and campaign filters for future marketing opportunities.
- Develop unique website content and maintain brand's presence on social media platforms pertaining to current topics, trends, and tips in the industry.
- Responsible for executing digital advertising campaigns in addition to assisting with the development of digital marketing strategies.
- Used Google Analytics to track the effectiveness of social media initiatives.
- Devised Content Strategy for the Website and work with the Content writing team to ensure that all blogs, videos and emails are sent out in a timely manner.
- Executed daily email marketing communications and generated customer awareness of key sales promotions and new product launches.
- Develop comprehensive Internet Marketing and SEO strategies for client businesses with proven ability rapidly deliver online leads and sales.
- Collaborated with group of digital marketers, graphic designers, copywriters, search engine optimization, social media and reputation management experts to deliver

SKILLS & TOOLS

Shopify Development

Payment Gateway

Contlo

Wigzo

Cloud Communication

WhatsApp API Automation

Manage Hosting Plan

Manage Logistics

Google Merchant Center

Google Tag Manager

Google Web Designer

Create Audit Report

Canva

Elementor Page Builder

SEM

Strategic Planning

MOZ

Hootsuite

Sprout Social

Google AdWords

Marketing Automation

Microsoft Office

Social Media Marketing

2019- 2022

📍 Indore

- Collaborated with group of digital marketers, graphic designers, copywriters, search engine optimization, social media and reputation management experts to deliver exceptional metrics to clients.
- Managed all clients' social media presence resulting in successful creation of social media presence and expansion of fans, likes, rt's, and pins.
- Optimized paid social Facebook and LinkedIn campaigns by performing A/B and multivariate experiments.
- Develop landing pages with high conversion rates, few landing page campaigns have achieved 30-40% opt-in rates, while satisfying stringent ad network quality scores.
- Expert in using web analytics tools like Google analytics, WebTrends in order to analyze Traffic trends, Visitor behavior, and measure success of SEO/SEM/PPC
- Devise and manage highly efficient ppc advertising campaigns using Google Adwords (Certified Google Adwords Partner), Yahoo/Bing Ads search advertising, Facebook, and other highly cost effective ad networks.
- Managed digital marketing initiatives for clients and agency, including social media, email marketing, and website development projects created content for social media marketing campaigns, including copywriting and photography.
- Consult, design, implement and publish responsive designed registration web pages and templates to support marketing.
- Continually test, analyze and optimize target criteria, content, landing pages to increase open, click and conversion rates.
- Presented information and consulted on strategic social media marketing including facebook, twitter, linkedin, and pinterest.

2022- 2023

📍 Indore

● DIGITAL MARKETING MANAGER

/ Health Veda Organics Pvt Ltd

Health Veda Organics is a plant-based supplement company that specializes in producing natural and organic supplement.

- Managing all social media platforms involves creating engaging content, analyzing metrics, and staying up-to-date with trends to drive brand awareness and growth
- Setting up a Shopify store for Health Veda Organics involves creating an intuitive user experience, optimizing for conversions, and showcasing the brand's natural and organic products

SKILLS & TOOLS

Sprout Social

Google AdWords

Content Management Systems

Customer Relationship Management

Social Media Marketing

Video Editing

Market Research And Analysis

Social Media Campaign Management

Brand Promotion Strategies

YouTube Ads

Implementation Tracking Code

Conversion Tracking

Team Management

2022- 2023

📍 Indore

- Manage monthly budget for digital marketing, set clear goals, allocate funds wisely, track expenses regularly, and adjust strategies as needed.
- Making a road map for a digital marketing strategy, define target audience, set goals, assess current state, identify gaps, prioritize actions, set timelines, and measure results.
- Implementation all tracking code conversion for products through GTM and Google Analytics, create relevant tags, triggers, and variables in GTM, set up conversion events in GA, test and validate implementation, and regularly review and adjust as needed for accurate tracking and performance analysis.
- Giving work to all my digital marketing team, define clear objectives, delegate tasks based on strengths and expertise, establish timelines and priorities, provide regular feedback and support, and encourage collaboration and communication for successful execution.
- Implement logistics for product placing, define the order fulfillment process, establish relationships with reliable shipping providers, optimize inventory management, implement order tracking systems, and regularly review and adjust logistics strategies to ensure timely and efficient delivery of products.
- Generate 4x sales with Google Ads, start by targeting the right audience, crafting compelling ad copy, and optimizing the landing page. Monitor the campaign regularly and adjust as needed to ensure maximum ROI.
- Maximize the website's performance with Google Search Console. Track site traffic, monitor for errors, and optimize search results to boost visibility.
- Analyze website and campaign data to provide recommendations for ongoing optimization.
- Provide regular reporting and analysis to clients to demonstrate progress and identify areas for improvement.
- Assisted in website development and maintenance, including implementing tracking code and conversion tracking
- Stayed up-to-date with the latest digital marketing trends and technologies, and implemented them to improve campaign performance.
- Managed customer reviews and feedback to improve customer satisfaction.
- Conducted A/B testing to improve campaign performance.
- Managed PPC campaigns to drive website traffic and generate Sales



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INTERESTS

- Travelling
- Music
- Video Games
- Gym

2022- 2023

Indore

- Trained and mentored junior team members to improve their skills and productivity.
- Monitored website traffic and engagement, and implemented improvements to optimize user experience.
- Conducted competitor analysis and developed strategies to outperform competitors.
- Created and executed influencer marketing campaigns to increase brand visibility and credibility.
- Conducted customer segmentation and developed targeted marketing campaigns.
- Managed monthly budgets and ensured campaigns were executed within budget constraints.
- Managed WhatsApp chatbots to drive customer engagement and automate customer service.

Amitsharma

Amit Sharma
DIGITAL MARKETING MANAGER