

ADITYA NASA

DIGITAL MARKETING MANAGER

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SUMMARY

Accomplished Digital Marketing Manager with over 7 years of experience, including 5+ years of spearheading impactful digital marketing strategies. Demonstrated success in enhancing brand visibility, optimizing ROI, and elevating online presence. Skilled in leading cross-functional teams and consistently delivering measurable outcomes. Committed to driving growth and innovation within a dynamic organization by leveraging deep digital marketing expertise.

WORK EXPERIENCE

Digital Marketing Manager, Adaan Digital Solutions Nov 2023 - Present

- Led SEO, Social Media, and PPC campaigns, driving substantial improvements in online visibility and conversion rates.
- Educated and mentored the team on keyword optimization best practices, resulting in a 25% increase in organic search performance, while also conducting training sessions and workshops to enhance overall marketing strategy execution and efficiency.
- Collaborated closely with the CEO and COO to develop and implement comprehensive digital marketing strategies, ensuring alignment with business objectives.
- Stayed at the forefront of industry trends and tools, integrating innovative practices into campaigns to maintain a competitive edge.

Digital Marketing Manager, MakkPress Technologies June 2022 - Nov 2023

- Spearheaded over 50 digital marketing projects, delivering customized SEO, SMM, Google Ads, and CRO strategies that consistently met and exceeded client objectives.
- Led a team of 12-15 professionals, fostering a collaborative, high-performance work environment.
- Played a key role in the "Website Speedy" project, devising a comprehensive 360-degree marketing strategy that boosted website traffic by 70% and increased customer sign-ups by 30%.
- Ensured seamless project execution by coordinating closely with web design and development teams, consistently meeting tight deadlines.

BeFoundations

Digital Marketing Manager Jan 2022 - Jun 2022

Digital Marketing Executive Dec 2020 - Jan 2022

- Crafted and implemented digital marketing strategies for FMCG, beauty, and lifestyle brands, resulting in a 40% increase in lead generation.
- Led the design and development of in-house websites, improving user experience and boosting conversion rates by 35%.
- Managed cross-platform advertising campaigns, enhancing brand visibility and driving a 50% increase in social media engagement.
- Orchestrated successful SEO and SEM campaigns, achieving a 30% rise in organic traffic and a 25% improvement in ROI.

- Developed and optimized WordPress websites, further enhancing user experience and conversion rates.
- Led targeted email marketing campaigns, driving a 20% increase in customer engagement and lead generation.

Digital Marketing Executive, Solace Networkx

Dec 2019 - Dec 2020

- Orchestrated successful SEO and SEM campaigns, driving a 30% increase in organic traffic and a 25% improvement in ROI.
 - Developed and optimized WordPress websites, enhancing user experience and conversion rates.
 - Led email marketing campaigns, resulting in a 20% increase in customer engagement and lead generation.
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EDUCATION

MBA in Digital Marketing Management

July 2022 - July 2024

Amity University, Noida

Post Graduate Diploma in Marketing Management

2020 - 2021

IGNOU Delhi

Post Graduate Program in Digital Marketing and Branding

Nov 2018- Oct 2019

National Institute of Information Technology (NIIT), Delhi

B.Com. (Hons)

July 2015 - June 2018

University of Delhi

ADDITIONAL INFORMATION

Technical Skills:

- Digital Marketing Strategy, Search Engine Optimization (SEO), Pay-Per-Click (PPC) Advertising, Social Media Marketing, Email Marketing, Content Marketing, Google Analytics, Market Research and Analysis, Online Reputation Management

Soft Skills:

- Team Collaboration and Leadership, Communication Skills, Ability to Work Under Pressure, Advance Analytical Thinking Skill, Ability to Multitask, Effective Time Management, Critical thinking and problem solving

Languages:

- English, Hindi

Certifications:

- NIIT Certificate, Edx Certificate, Google Certificates, Hubspot Certificates