

AMAN BHARTI

Digital Marketer & Web Developer

CONTACT

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- PortfolioWebsiteAman.com

SKILLS

DIGITAL MARKETING SKILLS

- Search Engine Optimization
- Social Media Marketing
- Google ads
- Google Analytics / Console
- Email Marketing & WhatsApp Marketing

WEB DEVELOPMENT SKILLS

- Wordpress Design
- HTML, CSS
- JavaScript

EDUCATION

B.COM (Computer Application)

A.P.S University

2018-2021

DIGITAL MARKETING

DUCAT

2021

FULL STACK WEB DEVELOPMENT

Simplilearn

Pursuing

FREELANCE EXPERIENCE

WEB DEVELOPMENT WORK

- Designed and developed a 7+ responsive website for the client.
- Implemented SEO best practices, resulting in a 30% increase in organic traffic.

OBJECTIVE

Digital Marketing Executive with 2+ years of experience in all aspects of digital marketing, including SEO, Google Ads, social media marketing, web development, and email marketing. Proven ability to develop and execute successful digital marketing campaigns that drive traffic, generate leads, and increase sales. Seeking a challenging role in a fast-paced environment where I can use my skills and experience to help a company grow and achieve its business goals.

WORK EXPERIENCE

DIGITAL MARKETING EXECUTIVE NOV 2022 - PRESENT PARMANAND ENTERPRISES

- Managed all aspects of digital marketing campaigns, including SEO, Google AdWords, social media ads and marketing, content creation, landing page design, website development, lead management, email marketing, and WhatsApp marketing
- Created and implemented SEO strategies to improve website visibility and organic traffic
- Ran Google AdWords campaigns to generate leads and sales
- Created and managed social media ads and marketing campaigns to increase brand awareness and engagement
- Created high-quality content for the company website and blog
- Designed and developed landing pages to optimize conversion rates
- Built and maintained the company website using HTML, CSS, and JavaScript
- Managed leads using a given software
- Ran email marketing campaigns to nurture leads and convert them into customers
- Ran WhatsApp marketing campaigns to reach and engage customers

SEO EXECUTIVE JAN 2022 - NOV 2022 GREEN BYTE WEB PVT LTD

- Created and managed an SEO campaign for a complex media website
- Grew organic web traffic by 33% and lowered bounce rate to 10%
- Improved web rankings from N/A to Top 3 for 15 major keywords
- Conducted technical SEO audits and implemented recommendations
- Built backlinks to websites to improve their off-page SEO
- Prepared month-over-month reports in an easy-to-read format
- Generated and analyzed monthly Google Data Studio reports and Google Analytics reports

DIGITAL MARKETING EXECUTIVE OCT 2021 - JAN 2022 CAPACIOUS TECHNOLOGIES PVT LTD

- Created and managed SEO campaigns for all types of websites
- Conducted technical SEO audits and implemented recommendations
- Used on-page SEO tools such as Ahrefs and Semrush to optimize websites for search engines
- Built backlinks to websites to improve their off-page SEO
- Ran social media ads for clients to help them increase brand awareness and generate leads
- Managed Google AdWords campaigns for clients to help them increase sales
- Listed products on Amazon using the AmazonListing platform