



# Eti Gautam

## Digital Marketing Manager



Rainbow Vistas Rock Garden  
Moosapet, Hyderabad



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### EXPERIENCE

#### **WebAppClouds, Hyderabad — Digital Marketing Manager**

Aug 2016 - PRESENT

- Spearhead client meetings to determine project needs and professional requirements and identify the correct course of action to enhance client success.
- Manage Google ads, social media, websites and Apps for many clients, generating interest for existing and upcoming product or service releases.
- Track innovations in Google Ads, SEO, and Social Media and work with key functional groups to adopt emerging technology.
- Mastermind highly successful digital strategies for various platforms to attract customer engagement.
- Manage relationships with high-profile clients and translated marketing and business needs into results-driven strategies.
- Discuss SEO needs and optimize strategies for short- and long-term campaigns.
- Improved page content, keyword relevancy, and branding to achieve Paid ads and Search Engine Optimization goals.
- Develop marketing content such as blogs, promotional materials,, and advertisements for social media.
- Manage a big-size team of direct reports engaged in ongoing product optimization, account management, and ad placement on the company website.
- Monitor return on investment of online marketing efforts.
- Analyzed competitor pages to locate backlinks and keyword opportunities.
- Successfully launch online consumer targeting and marketing strategy.

### SUMMARY

Positive, upbeat Support Specialist Marketing Professional brings more than 11 years of digital marketing and customer-facing experience in fast-paced settings. Highly adaptable to addressing diverse marketing results. Proven history of building trust with customers to promote satisfaction, resolve concerns and maintain long-term loyalty. Hard-working and dedicated to my career and the success of me and my team.

### SKILLS

Growth Marketing  
Team Management  
Client Serving  
Marketing Funnel  
Sales & Marketing coordination  
Revenue Generation  
Web analytics  
Social media expert  
Data Analytics  
Mobile marketing  
SEO proficiency  
Content marketing  
SEM strategy development  
Project Management  
Marketing Strategies  
Social media activities  
Online marketing  
Brand representation  
Reputation Management

**YuppTV, Hyderabad — Team Lead**

Apr 2015 - Aug 2016

- Led projects and analyzed data to identify opportunities for improvement of OTT platform in USA and Australia region.
- Tracked and reported on marketing campaign performance monthly to help with optimizing current and future subscriptions.
- Oversaw numerous social media, search, and paid campaigns, including creating and deploying content, engaging with target audiences, and boosting reach with strategic ad placements.
- Boosted brand awareness by establishing a strong web and social media presence.
- Optimized social media channels and web pages to improve SEO and usability.

**OMLogic, Delhi — SEO Team Leader**

Oct 2012 - Feb 2015

- Mentored and guided employees to foster proper completion of assigned duties.
- Strategized Google ads, organic and social media campaigns for clients, helping to meet goals and reach untapped potential customers.
- Developed a social media calendar, which included scheduling email blasts, social media posts, marketing campaigns, and website updates.
- Utilized content management system to post images and videos of company products online.
- Supported SEO initiatives to improve content, keywords, and branding.
- Managed Google ads and SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize the budget.
- Recommended changes to website architecture, content, and linking to improve SEO positions for target keywords.

**Flexsin, Delhi — SEO Executive**

Jan 2011 - Oct 2012

- Created solution-based execution plans to achieve business

**AWARDS**

Best Leadership Awards from AppClouds

**LANGUAGES**

Hindi, English

**EDUCATION**

**NMIMS, Mumbai - MBA**  
July'2023

**IGNOU, Delhi — PGDCA**  
May'2012

**CCS University, Delhi — BCA**  
June'2010

**PERSONAL**

**Birth:** 9th July 1988  
**Status:** Married  
**Gender:** Female

goals based on Google Analytics and internal reporting data.

- Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing, and trackbacks.
- Planned and executed all web, SEO, database marketing, and social media advertising campaigns.
- Implemented weekly promotional and editorial strategies to improve customer engagement across all channels.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture, and content.
- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Utilized search engine optimization and emphasized the importance of link building.
- Completed keyword research to target clients based on keyword targeting.
- Built, implemented, and updated effective SEO strategies.