

## PREMLATA

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Digital Growth Strategist | Digital Marketing Leader | AI & Social Search Specialist

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## PROFESSIONAL SUMMARY

I am a **Digital Growth Strategist** with over **10+ years of experience** guiding brands through the evolving landscape of digital marketing—where search is no longer confined to engines, but lives within **Ecommerce, AI platforms, marketplaces, and social ecosystems**.

My work centers on **visibility, trust, and conversion**. I design digital marketing systems that align **SEO, content, social discovery, marketplaces, automation, and analytics** into a single, measurable growth engine.

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## TOOLS & PLATFORMS

- **Marketplaces & E-commerce Platforms:** Amazon Seller Central, Moglix, GeM
  - **Funnels & Marketing Automation:** Systeme.io, Workflow Automation, Email Automation Systems, Landing Page Development, Opt-in Funnels, A/B Testing & Conversion Optimization
  - **Scheduling tools Buffer:** Scheduled, post, collaborate and analysis the engagement
  - **Social Media Automation & Messaging:** ManyChat (Instagram DM Automation)
  - **Web Content Management Systems (CMS):** WordPress, WooCommerce and Shopify
  - **Design, Video & Creative Tools:** Canva, Capcut, Adobe Photoshop, Adobe Premiere Pro, PicCopilot
  - **Analytics, SEO & Performance Marketing:** Google Analytics (GA4), Google Search Console, SEMrush, Meta Business Suite, digital KPIs (CPA, ROAS, CTR, etc.) and budget/spend tracking.
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## WORK EXPERIENCE

### Zestycrush | November 2024 – Present | Digital Marketer

- Leading digital marketing initiatives focused on content-led and affiliate-driven growth (**Affiliate marketing**)
- Executing SEO and AI-search-optimized content strategies
- Building structured traffic and conversion pathways
- Using analytics to refine visibility, engagement, and performance
- Supporting long-term digital brand growth through system-led marketing
- Led **modern SEO strategy** across Google Search, AI answer engines, and social platforms
- Optimized content for **AI-based discovery (ChatGPT-style search, AI summaries, FAQs)**
- Executed **On-Page, Off-Page, and Technical SEO** for sustainable visibility
- Treated social platforms (Instagram, Pinterest, Meta) as **search-first ecosystems**

- Built authority through structured content, consistency, and trust signals
  - Developed content strategies that educate, rank, and convert
  - Ensured consistent messaging and positioning across digital channels
  - Improved discoverability through keyword intent mapping and semantic structure
  - Designed lead generation and conversion systems using **Systeme.io**
  - Built opt-in pages, landing pages, and email automation workflows
  - Improved conversion rates through **A/B testing and optimization**
  - Integrated social, search, and marketplace traffic into structured journeys
  - Implemented **Instagram DM automation using ManyChat**
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**Esportpony (Clothing) | August 2016 – Aug 2024 | Ecommerce and Performance Marketer**

- Managed complete digital marketing operations for B2B products
  - Managed and optimized Shopify Ecommerce
  - Run Ads on Google and Facebook. Track & optimize CPC, CPA, ROAS, and Conversion Rate
  - Managed and optimized product visibility on **Amazon, Moglix, and GeM**
  - Executed SEO, content marketing, and marketplace visibility strategies
  - Supported online sales growth through digital channels
  - Improved discoverability and engagement across platforms
  - Defined and executed **end-to-end digital marketing strategies** aligned with business goals
  - Strengthened brand credibility across websites, marketplaces, and social platforms
  - Run Google Ads and Facebook Ads.
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**Inttelix Security Solutions Pvt. Ltd. | January 2011 – May 2016 | Regional Marketing Manager**

- Led regional marketing strategy and execution
  - Planned digital and offline campaigns aligned with sales goals
  - Strengthened brand positioning and market presence
  - Coordinated marketing efforts across regions and teams
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**EDUCATION**

**Master of Business Administration (MBA)**

*Marketing & Strategic Management*

**Certification in Advance computing from BITS**