Smit Bailwal

**Domain: Digital Marketing  
Total work experience: 5+ Years**

# Highlights

* A solid background in managing relevant keyword universe, levels of investment, keyword bidding strategies and measuring success of online marketing efforts to ensure high ROI.
* Worked extensively with international consulting firm, Big 4 and global investment bankin a multi-location international environment, including working with outsourced providers.
* Experienced in managing all promotional and educational email campaigns to optimize brand recognition, revenue and retention.
* Detailed understanding of MS Office, Adobe Media Optimizer, Adwords Editor and other various online marketing tools. Strong comprehension of web usability, landing page testing, website design, quantitative skills and ROI analysis. Advanced skills in Adobe products and HTML.

# Specialties

* Certified Google AdWords Professional
* Digital Marketing Strategy
* Client Account Management
* SEM & SEO
* Marketing Campaign Development, Execution, & Management
* Website Development
* HTML, XTML, CSS, JavaScript
* CMS (Moss 2007, SharePoint 2010, Adobe Publish, Adobe CQ5, Joomla, Wordpress)
* WebAnalytics(WebTrends, Google Analytics)
* Graphic Designing (Photoshop, Indesign, Illustrator, Flash)

# KEY Skills

* **Client Account Lead:** Client Interaction, Single point-of-contact to client, Manage and exceed client Expectations
* **Internal communication and Team/Resource Management:**Resource allocation, Team briefings, Team lead, Knowledge sharing and Initiating Trainings. Risk and Conflict Management.
* **Project Management:** Meeting deadlines, Milestone tracking, Innovate process, Extensive documentation and checklists/guidelines.
* **Quality Control:**SEO& SEM Best Practices, Accessibility and Usability, Content quality guidelines, Web best practices and consistency.

# Professional Experience

**Digital Marketing Consultant – Adobe Systems (Aug 2014 – Present)**

* Strategic management of PPC& Facebook campaignsfor US Fortune 500 and Latin American advertisers.
* Driving strong performance through use of the Adobe Media Optimizer bidding software and in-depth SEM knowledge.
* Responsible for forecasting, campaign proposal and execution, budget management ($10M+/year), performance analysis and all client communication.
* Lead junior associates to support client accounts and ensure timely execution of search strategy.
* Define clients' business needs and identify areas of opportunity to increase account growth and drive revenue.
* Provide leadership in the development of client strategies and presentations.
* Provide best practices recommendations and consulting to clients and account executive team for PPC specific landing page development and implementation.
* Responsible for Pay Per Click Vendor ad copy creation, keyword research, keyword traffic estimates and analytics analysis.
* Lead role in landing page development, implementation, multi-variant testing and consulting.
* Contribute to company initiatives, processes and roll-outs.

**Senior Analyst (US Digital Marketing) – KPMG (Oct 2012 – July 2014)**

* Quality Control, Publisher and Web Administrator for the KPMG US, KPMG Institutes, US Industries site.
* Ensure Digital Marketing guidelines and GDM web standards are followed on the KPMG sites
* Maintain Editorial guidelines, SEO Policy, Web Accessibility and Usability standards
* Enforcement of KPMG Brand guidelines and application of metadata
* Ensure consistency of website design and compliance with site guidelines and layout
* Manage multiple page builds, sub-sites and other site functionalities.
* Web Metrics reporting and derive insights from the Web Analysis reports.
* Use best Project Management practices and processes to maintain proper documentation and billing of efforts and time.
* Understand the Digital Marketing strategy, business objectives, Digital Marketing steering group meetings, outcomes and newsletters
* Maintain a good Insight of the working-projects, tools and processes within Digital Marketing group
* Knowledge share within the US Digital Marketing India team and make self up-to-date with KPMG standards and best practices

**Digital Communications Manager – Synchretic Creative Solutions (Dec 2011 – Oct 2012)**

* Advise key stakeholders and drive global client success based on most important business drivers
* Manage account structure, keyword research, ad groups, bid strategies, ad copy, and other core PPC capabilities.
* Work exclusively with CEO of Search Marketing to strategize, up sell, and analyze ROI for PPC management offerings.
* Provide analysis of PPC and AdWords campaigns performances through reporting and analytics, including data analysis, creating dashboards, and monthly performance reports.
* Optimize ad copy through A/B testing.
* Test and create new keywords; identify and address poorly performing keywords.
* Identify missed opportunities for campaign improvement and adjust accordingly.
* Working on new business leads in order to convert those into projects by consulting with the prospective clients on the scope of the projects, resource requirements and costing. I have been using tools and techniques including questionnaires, mind mapping techniques and personal discussions with the prospective clients
* Generating new business leads by cold calling, internet searches and tapping into the existing network of clients
* Become an expert in our industry: understand the hot issues and new developments

**Communications Designer– Deloitte (Feb 2011 – Dec 2011)**

* Developing standard deliverables, the overall coordination of the workflow, understanding the client requirements, setting up the expectations and confirming upon the deadlines.
* Develop standard deliverables which includes HTML pages, presentations, newsletters and brochures while adhering to Deloitte Communications Design Standards and guidelines.
* Responsible for generating creative concepts for designing various multimedia business presentations.
* Engaging in a root cause analysis of any client escalations, communicating to them the reasons and ensuring that it is not repeated by implementing best practices.
* Knowledge Sharing – Consistently shared/updated the team, the best practices and lessons learnt in terms of SLA violations & Quality issues
* Quickly establish strong relationships/networks with key knowledge managers and groups at all levels.
* Consistently followed the delivery terms with respect to requirements, timelines and quality while facilitating and helping the team to accomplish the common goal

**Senior Process Executive– Cognizant (Erstwhile UBS) (Oct 2009 – Jan 2011)**

* Ensure end-to-end service delivery, which covers:
* Managing release of various publications
* Coordinate with Sector Executives and Functional knowledge management lead to provide custom sector support
* Content Management
* Portal Maintenance
* Manage ad hoc queries and projects
* Creating new content and updating content on the various intranet and internet websites using the proprietary Content Management System of UBS
* Generated web analytics reports and customization by using tools such as Web trends
* Participate in regular telephonic discussions and meetings to understand and interpret requirements to deliver products and services ensuring client satisfaction
* Handle short deadlines, fast turnaround times and interactions with personnel at all levels
* Prioritize and plan when managing multiple projects simultaneously
* Portal management and manage projects in a cross functional and geographically diverse environment.
* Coordinate with offshore teamsto troubleshoot technical issues and manage workflow

### Summary of Education

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| Particulars | University | Year |
| B.E. (Electronics Instrumentation & Control) | University of Rajasthan, Jaipur | August 2005 – September 2009 |

## Achievements

* Encore Kudos winner at KPMG for the quarter ending December 2013 for the contribution on projects/assignments involving multi-tasking and handling stringent deadlines.
* Received an award in recognition of valuable contribution for outstanding performance, productivity and dedicated service.
* Team spot award winner for the 3rd quarter in the year 2010
* Team spot award winner for the 2nd quarter in the year 2010
* Received the quarterly award at UBS for valuable contribution in 2009

## Personal Details

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