

Digital

**Marketing
Expert**

Portfolio |

KOMAL SETHI

Creative **and** Results-driven

Hello! I'm Komal Sethi, a Digital Marketing Expert with over 18 years of experience. I specialize in creating and executing marketing strategies that drive brand growth, increase social media engagement, and generate leads.

In my current role as a Senior Manager of Marketing at an IT company, I lead marketing campaigns, develop engaging content, and foster strategic partnerships. My skills include website design, SEO, content creation, and leveraging AI tools to optimize marketing efforts.

I'm passionate about continuous learning and staying ahead of industry trends. I thrive in collaborative environments where creativity and teamwork are valued.

Komal



Creative **and** Results-driven

10k +

**Lead
Generation**

100+

**Website
Design/
SEO**

500+

**Creative
Asset
Development**

**3x average
ROI increase**

**ROI-Driven
Marketing
Campaigns**

Education

- Digital Marketing Course - DIDM
 - Prompt Engineering - Udemy
 - PG Diploma in Computer Applications - UPTRON ACL
 - M.Com - HPU
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Work Experience

April 2021 – Present

Senior Manager Marketing | IT Consulting / Saas Company

- **Performance Marketing:** Managed and optimized performance marketing campaigns using tools like **Instagram ads, Google Ads, and Facebook ads** to drive targeted traffic and conversions.
- **Email Marketing:** Developed and managed email marketing campaigns using tools like **Mailchimp and HubSpot**, achieving open rates of 35% and click-through rates of 20%.
- **Content Creation:** Developed impactful written and graphic content, contributing to a notable 30% surge in organic search traffic through SEO-focused initiatives.
- **Social Media Engagement:** Drove a 40% increase in social media engagement through user-centric strategies and tools like **Hootsuite**.
- **Lead Generation:** Successfully implemented lead generation strategies using **LinkedIn Sales Navigator and HubSpot**, resulting in a 25% increase in qualified leads within six months.
- **SEO and Online Visibility:** Implemented SEO strategies using tools like **Ahrefs and SEMrush** to enhance website visibility and engagement, driving increased traffic and conversion rates.
- **Website Design:** Mastered end-to-end website design utilizing WordPress, HTML, and CSS, crafting visually appealing and user-friendly websites to bolster digital presence.
- **UI/UX Design:** Utilize **Figma** for UI/UX design to enhance user experience and interface design.
- **Graphic Design:** Employed AI algorithms to optimize graphic design in marketing materials, ensuring visually captivating content that resonates with the target audience.
- **Compelling Video Creation/Editing:** Created compelling video content using tools like **Adobe After Effects** and **AI-driven insights**, including **avatar creation**.
- **Marketing Collateral Creation:** Created diverse marketing collateral, including brochures, flyers, and posters, using tools like **Adobe InDesign** and **Canva** to support various marketing campaigns.
- **Partnership Development:** Fostered strategic partnerships with key industry players, resulting in collaborative marketing initiatives and expanded reach.

Work Experience

April 2006 – August 2014

Deputy Manager Marketing | VODAFONE

- Lifecycle Management:** Managed customer lifecycle processes to enhance retention and maximize LTV.
- Segmentation & Acquisition:** Applied market segmentation techniques to achieve 50% subscriber growth over 3 years.
- Omnichannel Marketing:** Delivered integrated campaigns across ATL/BTL, OOH, and print advertising channels.
- Revenue Optimization:** Drove 40% revenue growth using data-driven strategies and strong retailer relationships.
- Vendor & PR Ops:** Coordinated collateral logistics and maintained PR visibility through consistent communication.
- Event Execution:** Led high-impact events and brand activations to boost market presence.
- Strategic Alliances:** Cultivated key partnerships to expand market reach and co-branding opportunities.
- Market Insights:** Conducted in-depth market research to guide product development and marketing tactics.

February 2017 – March 2021

Head of Marketing | VATIKA GROUP

- SEO Optimization:** Boosted organic search rankings and traffic through advanced SEO strategies.
- SMM (Social Media Marketing):** Executed targeted social media campaigns to enhance engagement and brand visibility.
- Influencer Marketing:** Managed influencer partnerships to increase brand mentions and credibility.
- Social Media Strategy:** Devised and implemented comprehensive social media strategies for improved online presence.
- Performance Marketing:** Optimized PPC and paid social campaigns to maximize ROI and drive conversions.
- PR & Strategic Partnerships:** Coordinated PR efforts and strategic tie-ups to strengthen brand reputation and expand market reach.
- Digital Brand Visibility:** Enhanced online brand visibility and awareness through integrated digital marketing tactics.
- Brand Identity Management:** Ensured consistent brand identity and messaging across digital channels.

Skills

➤ Search Engine Optimization

➤ Content Creation & Curation

➤ Social Media Management

➤ Website Development & Management

➤ PPC (Pay-Per-Click) Advertising:

➤ Marketing Automation

➤ UX/UI Design

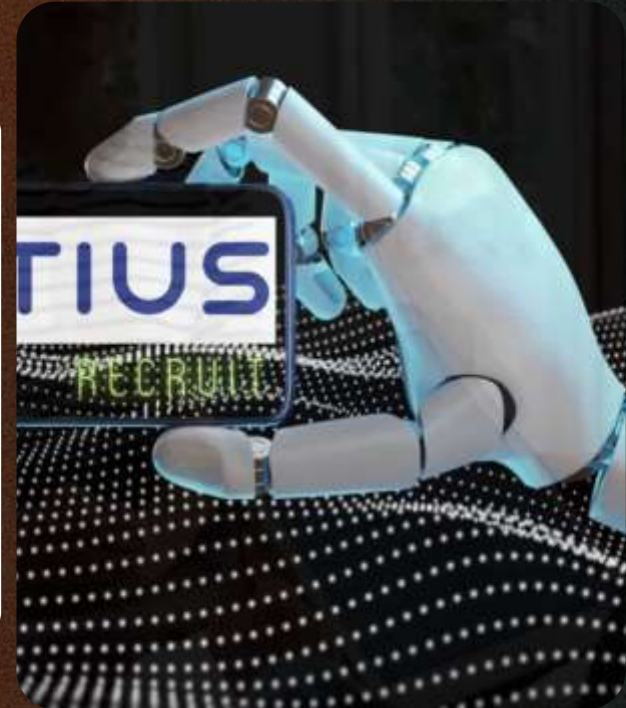
➤ Video Editing & Graphic Design

➤ Influencer Collaboration

➤ Email Marketing

Joie de Vivre
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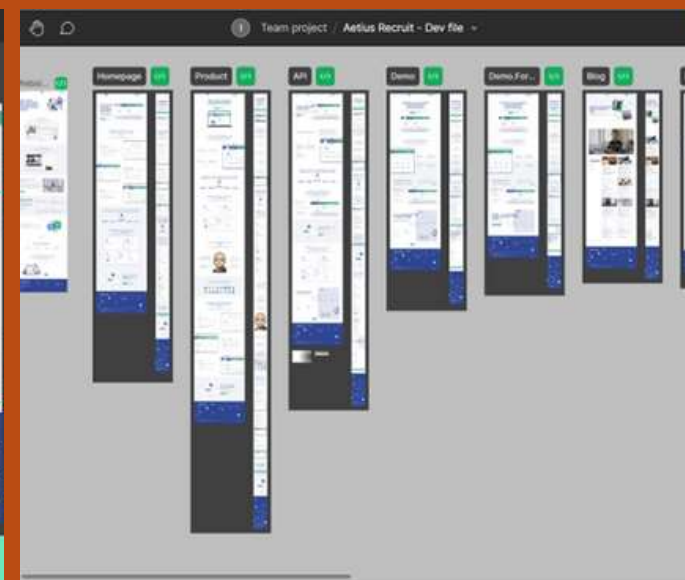
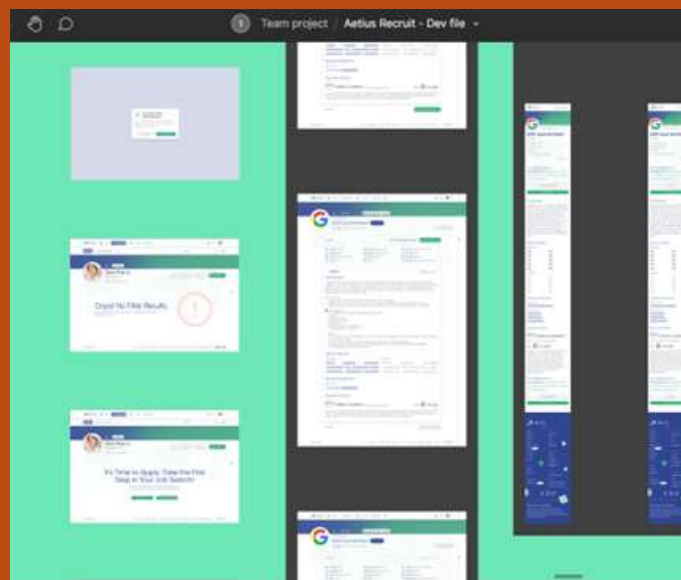
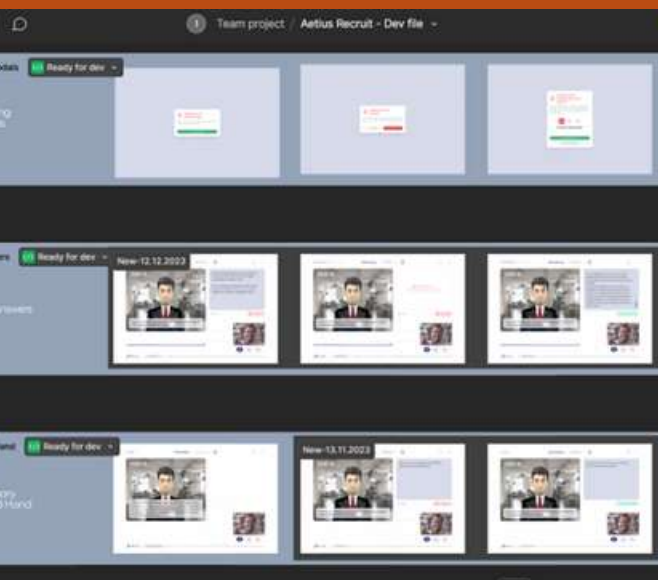
Portfolio Overview



Figma

UI/UX Design

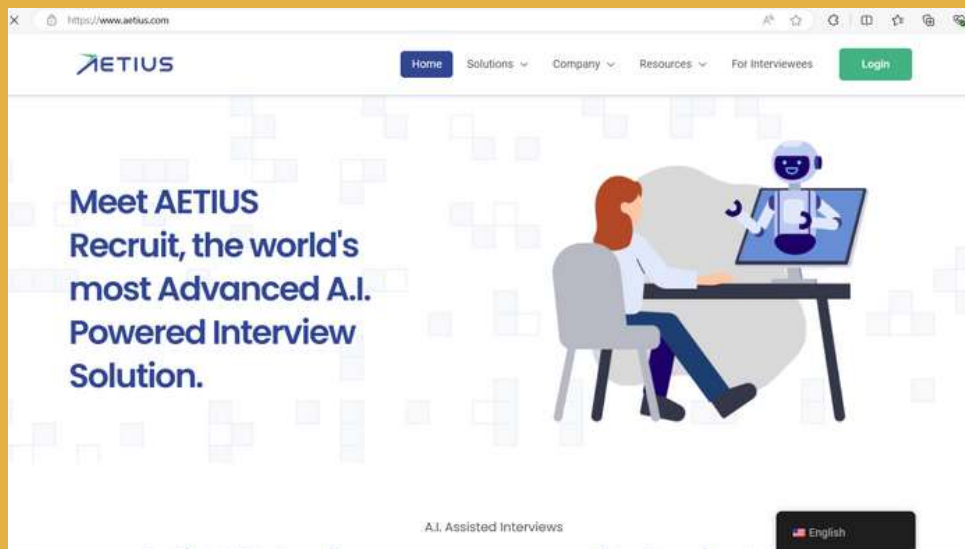
As a UI/UX Designer with extensive experience, I specialize in creating intuitive and visually appealing user interfaces that enhance user experience. My expertise in using tools like Figma, along with a strong background in graphic design and website development, enables me to deliver designs that are both functional and aesthetically pleasing. With a proven track record in driving social media engagement and optimizing digital presence, I bring a unique blend of creativity and technical proficiency to every project. My strategic approach to design ensures that user needs are met while aligning with overall business goals.



Website Design

Content | Design | SEO |
Video Generation

As a skilled Website Designer with a robust background in WordPress, HTML, and CSS, I excel in creating visually appealing and user-friendly websites that enhance digital presence. I have successfully designed and developed websites such as [Wise Genie](#), [Aetius Recruit](#), [WWEA Schools](#), and [Shorewise Academy](#). My expertise in end-to-end website design, combined with a keen eye for graphic design and content optimization, ensures that each site I develop not only looks great but also drives engagement and conversions. With a strategic approach to SEO and analytics, I effectively boost website visibility and performance, delivering measurable results for clients.



Video/ Graphic Design

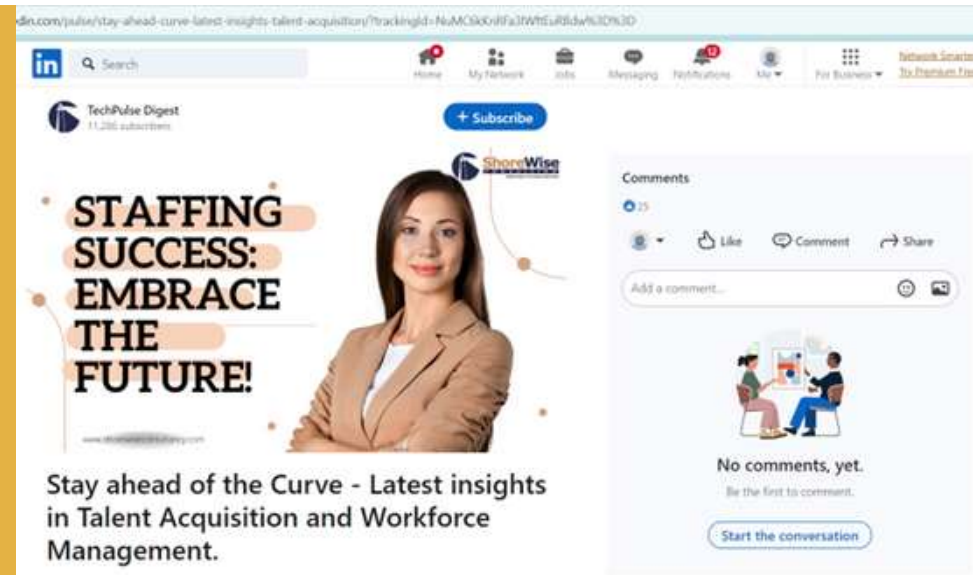
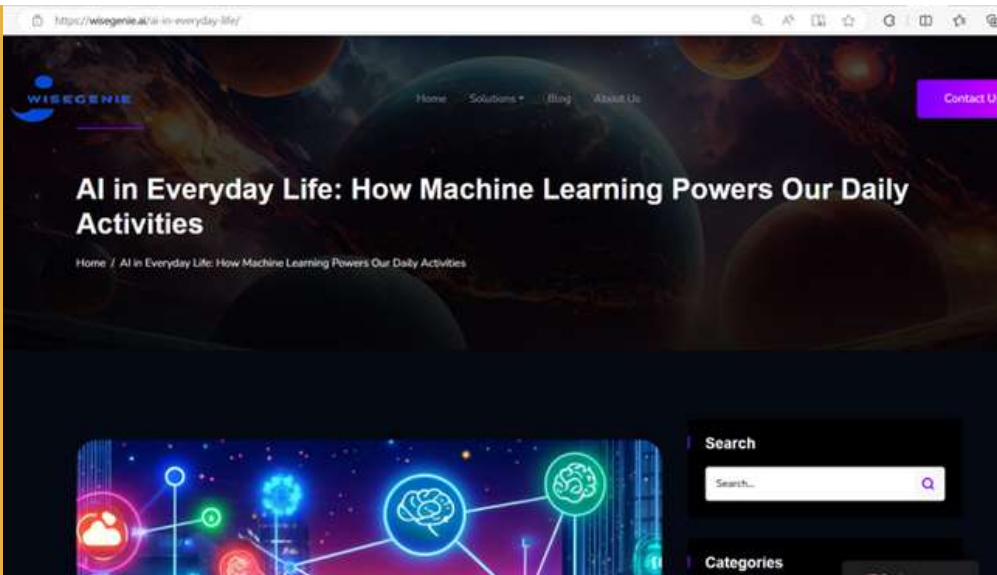
Video Design/ Generation

As an experienced Video and Graphic Designer, I specialize in creating compelling visual content that captivates audiences and drives engagement. My expertise includes using Adobe After Effects and AI-driven insights to produce stunning videos and graphics. I have successfully crafted visually captivating marketing materials and videos for diverse campaigns, significantly enhancing brand presence and social media engagement. By blending creativity with strategic thinking, I ensure that every piece of content resonates with the target audience and achieves the desired impact.



Content Creation

As an accomplished Content Creator, I excel in developing impactful written and visual content that drives engagement and boosts online presence. My expertise spans blog posts, articles, social media content, and infographics, crafted to resonate with target audiences and achieve strategic marketing goals. By leveraging SEO best practices and data-driven insights, I ensure that all content is optimized for visibility and performance. My creative and analytical approach to content creation has resulted in significant increases in organic search traffic and social media interactions.



Comprehensive SEO Strategies

Search Engine Optimization

- **Keyword Research:** Using tools like Ahrefs and SEMrush to find high-ranking keywords.
- **On-Page Optimization:** Enhancing meta tags, headers, content, and internal links.
- **Technical SEO:** Optimizing site speed, mobile responsiveness, and crawlability.
- **Content Creation:** Crafting high-quality, user-friendly, and search engine-friendly content.
- **Link Building:** Developing a strong backlink profile.
- **Local SEO:** Optimizing for local search queries.

Results-Driven Approach

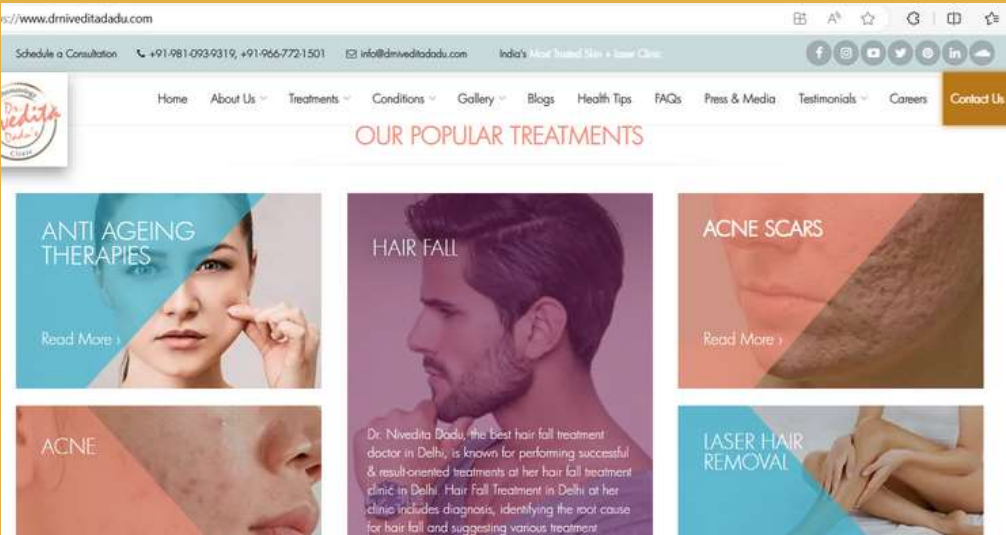
- Increased organic traffic by 60%.
- Boosted search visibility, increasing inquiries by 40%.
- Enhanced local search traffic by 50%.

Continuous Learning

I stay updated with industry trends and algorithm changes to keep my clients competitive.

Client-Centric Philosophy

I provide personalized SEO solutions aligned with business objectives, aiming for long-term partnerships based on trust and results.



**Content
Management
Systems**

Tools & Technology

**Analytics
Tools**



**Collaboration
& Project
Management**

Sethi

DIGITAL MARKETING
SPECIALIST

Komal

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