

Divyam Bajaj

As a dedicated digital marketing professional, I thrive on blending creativity with strategy to drive impactful results. With 1 year of experience in [specific areas of digital marketing, e.g., SEO, SEM, social media ,Website management], I have honed my skills in , Google Analytics, Facebook Ads Manager, Search Engine Optimization, Conversion Rate Optimization].

Work Experience

Ads and More

Jan 2024 - Present

Digital Marketing Manager

- Crafted and executed comprehensive digital marketing strategies aligned with organizational objectives, leveraging market research and consumer insights.Orchestrated multi-channel campaigns across social media, email, and paid advertising ,resulting in a measurable increase in brand visibility and customer engagement.

Acadbuddy llp

Apr 2023 - Dec 2023

CSR

- By coordinating cross-functional teams and leveraging resources effectively, I successfully implemented CSR programs that not only met but exceeded organizational goals, fostering sustainable impact and corporate citizenship

Fusion MWP

June 2022 - Apr 2023

Marketing Strategies

- Through market research and competitor analysis, I identified market opportunities and consumer trends, informing targeted campaigns across multiple channels. By closely monitoring performance metrics and adapting strategies as needed, I effectively drove brand awareness, customer engagement, and revenue growth, consistently exceeding organizational goals."

Educational Background

Bachelors Of Business Administration in Business Analytics

Chandigarh University

2021 - 2024

- Developed dashboards and reports to track key performance indicators (KPIs) and inform strategic decision-making.

Higher Secondary Education

Swami Ramdev Senior Secondary School

2019 - 2021

- Numerical and analytical skills developed through coursework in mathematics and accounting.

Contact

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Skills

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Social Media Marketing
- Copywriting and Editing
- Team Collaboration
- Email Marketing
- CRO (Conversion Rate Optimization)

Tools/Software

- Accounting Software
- ERP Systems
- Finance Software
- Data Tools

Languages

- English (Fluent)
- Hindi (Fluent)
- Punjabi (Proficient)

Certification/Short Courses

- Excel Formulas and Functions Quick
- Business Analytics Skills

Additional Information

- Served as Team Lead in the company-wide initiative for process improvement.
- Volunteer Treasurer, Local Nonprofit Organization.
- Received "Excellence" in Financial Management Award,.