

Neetu khemani

Digital Marketing Analyst

A keen, creative and data-driven Digital Analyst with six years of experience in Hospitality, Ecommerce and Textile Industries. Expertise in developing data driven online marketing campaigns and strategies, tracking performance and online branding.



Khemanineetu12@gmail.com



08511635184



New Delhi, India



linkedin.com/in/neetu-khemani-37985492

SKILLS

Social Media Management

A/B Testing, Audience Segmentation

Data Analysis

Content Marketing

Paid Ads (Google Analytic, Facebook, Instagram, LinkedIn)

Media Buying

Branding

Email Marketing

Power Point Presentation & Excel

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Sindhi

Professional Working Proficiency

WORK EXPERIENCE

Digital Marketing Analyst Shanti Hositality

05/2018 - Present

New Delhi

Achievements/Tasks

- Designing and executing global social media strategy on Instagram, Twitter & Facebook for 10 hotels.
- Strategically curating content marketing plans across all the brand's social media platforms, resulting in an organic engagement growth by 30%.
- Develop a comprehensive paid acquisition strategy across Google and Facebook resulting in new leads that generated 25 crores profit.
- Create reports around paid marketing funnels and leverage this reporting to incrementally improve the conversion rate of the paid funnel by 70%.
- Exceed target sales growth of average 20% through digital platforms.
- Manage a team of 3 full-time creative people.

Asst. Manager Digital Marketing Fibre2Fashion

06/2015 - 05/2018

Ahmedabad, Gujarat

Achievements/Tasks

- Analyzing data for each social media platform to improve engagement rate by 15% year over year.
- Worked closely with the director of marketing to optimize the content calendar across all platforms to coincide with new marketing and product launches.
- Media buying/ traffic acquisition: Tie up with well-known organizations and associations.
- Owned all email planning and execution of email marketing campaigns resulting in attributable revenue of 10 lacs.

Digital Marketing Executive Infibeam.com

03/2014 - 06/2015

Ahmedabad, Gujarat

Achievements/Tasks

- Market analysis to know the consumer taste and preferences.
- Daily and monthly reporting regarding the online buyer behavior.
- Creation and execution of social media marketing.

EDUCATION

Post Graduation - Marketing Gujarat University

04/2013 - 06/2014

Ahmedabad, Gujarat

Diploma in Graphic Designing Maac Institute

04/2012 - 03/2013

Ahmedabad, Gujarat

B.Com Gujarat University

05/2009 - 04/2012

Ahmedabad, Gujarat

Higher Secondary Delhi Public School

04/2008 - 04/2009

Ahmedabad, Gujarat