

TANUJA RAWAT

Marketing Manager | Driving ROI, ASO, and AI-led Growth Strategies

SUMMARY

Result-oriented Digital Marketing Manager with 4+ years of experience in performance marketing, ASO, SEO, and AI-driven video content creation across gaming, media, and tech industries. Proficient in managing high-impact campaigns, user acquisition, paid advertising, and app marketing. Demonstrated success in boosting ROI, increasing downloads, and leading data-backed initiatives using tools like Google Analytics, SEMrush, and ChatGPT. Seeking to contribute to global marketing teams at leading MNCs.

WORK EXPERIENCE

Marketing Manager

Gamebee Studio, Mumbai | Apr 2024 – Present

- Led full-funnel digital marketing strategies for gaming apps, improving brand awareness by 40% and ROI by 35%.
- Developed and executed ASO strategies, increasing app visibility by 25% and driving 30% growth in organic downloads.
- Managed \$500K+ advertising budgets across Meta Ads, Google Ads, and influencer networks, reducing CPA by 20%.
- Produced AI-generated promotional videos with avatars and voiceovers, enhancing engagement and CTR.
- Oversaw launch of 5+ games, achieving 100K+ installs within the first month of release.

Marketing Specialist

Bytech India Pvt. Ltd., Delhi | Aug 2022 – Mar 2024

- Increased organic website traffic by 45% through strategic content and keyword-driven SEO campaigns.
- Created AI-based explainer and promo videos using avatar platforms to simplify product communication.
- Launched multi-platform social campaigns, raising engagement rates by 60% within 6 months.
- Optimized performance using Google Analytics 4, SEMrush, and Search Console to track conversion trends.

Assistant Producer

India News, Delhi | Jan 2021 – Jul 2022

- Managed live news bulletin production and editorial workflows under deadline pressure.
- Published trending news stories and boosted viewer interaction via real-time digital content.

ACHIEVEMENTS

- Drove 100K+ installs for a new mobile game launch within 30 days.
- Reduced campaign CPA by 20% through optimized targeting and A/B testing.
- Boosted social engagement by 35% within 3 months using AI-enhanced content.

CONTACT

- New Delhi, India
- +91 8368992216
- tanujarawat451@gmail.com
- [LinkedIn](#)

SKILLS

- **Digital Marketing & Strategy**
SEO, SEM, ASO, Paid Ads (Google, Meta), Performance Marketing, Campaign Planning, Brand Positioning, Lead Generation, Email Marketing, Influencer Collaborations
- **Analytics & Reporting**
Google Analytics 4, Google Search Console, Google Tag Manager, SEMrush, Appfigures, Mixpanel, Google Data Studio, A/B Testing, ROI Analysis
- **AI & Automation Tools**
AI Avatar Video Creation (Synthesia, Pictory), ChatGPT, Jasper, Canva AI, Copy.ai, Marketing Automation (Mailchimp, HubSpot)
- **Creative & Web Tools**
Canva, Adobe Premiere Pro, WordPress, Figma, Unity Remote Config, Trello, Asana
- **Languages**
 - English
 - Hindi

EDUCATION

**Master in Political Science
(International Relations)**
IGNOU 2022-2024

**Bachelor of Journalism and Mass
Communication**
SINGHANIA UNIVERSITY 2017- 2020

CERTIFICATIONS

- Google Digital Marketing & E-commerce – Coursera (2024)
- HubSpot Content Marketing Certification – HubSpot Academy (2024)
- Meta Ads Manager Fundamentals – Meta Blueprint (2023)