

# TANUJA RAWAT

## MARKETING MANAGER



### CONTACT

8368992216

tanujarawat451@gmail.com

H.no- 77A, Dharampura 1<sup>st</sup>  
Najafgarh, New- Delhi-43

<https://tanujarawat123.github.io/Portfolio/>

<https://www.linkedin.com/in/tanuja-rawat-88636317a/>

### EDUCATION

2022-2024

IGNOU

- Master in Political Science  
( International Relational)

2017- 2020

SINGHANIA UNIVERSITY

- Bachelor of Journalism and  
Mass Communication

### SKILLS

- Digital Marketing:** SEO, PPC, Content Marketing, Social Media Strategy, Email Marketing.
- Analytics:** Google Analytics, SEMrush, Appfigures, Google Data Studio.
- Tools:** Adobe Premiere Pro, Canva, WordPress, Yoast SEO, Unity Remote Config
- Soft Skills:** Leadership, Strategic Planning, Team Collaboration, Management.

### LANGUAGES

- English
- Hindi

### PROFESSIONAL SUMMARY

Dynamic and results-oriented Marketing Manager with over 4 years of experience driving multi-platform digital strategies, SEO optimization, and data-driven marketing campaigns in the gaming, media, and tech industries. Proven track record in enhancing brand visibility, user engagement, and ROI through innovative content and performance marketing. Expert in leveraging analytics tools, AI-based automation, and cross-functional leadership to exceed growth targets.

### WORK EXPERIENCE

#### Gamebee Studio, Mumbai

APRIL, 2024 - PRESENT

##### Marketing Manager

- Led 360-degree digital campaigns, increasing brand awareness by 40% and ROI by 35%.
- Optimized SEO and content strategies through market analysis, boosting organic traffic by 30%.
- Managed \$500K advertising budgets, reducing CPA by 20% and expanding reach by 30%.
- Implemented A/B testing and behavioral analytics to refine campaign creatives, driving 25% more organic downloads.

#### Bytech India PVT.LTD, Delhi

August, 2022 - March, 2024

##### Marketing Specialist

- Increased organic web traffic by 45% through SEO-optimized content initiatives.
- Enhanced audience engagement by 60% with viral social media campaigns.
- Improved core web vitals and SEO performance by 25% using Google Search Console.
- Developed AI-powered video content and presentations to support promotional efforts.

#### India News, Delhi

January 2021 - July 2022

##### Assistant Producer

- Managed news bulletin production and on-air control room operations.
- Enhanced digital engagement by publishing trending topics.
- Maintained editorial quality while meeting rapid news cycle deadlines.

### PROJECTS

#### GameBee Studio - Digital Ad Campaigns

- Delivered 40% boost in website traffic via strategic ad placement and segmentation.
- Utilized A/B testing and behavioral analytics to refine campaign creatives and Organic Downloads.
- Developed and executed a multi-channel marketing campaign for a new mobile game, achieving 100K downloads within the first month.
- Created engaging social media content, boosting user engagement by 35% across platforms.