**TANUJA RAWAT**

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

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# 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.

# 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.

# EDUCATION

Master of Arts (Political Science – International Relations)

Indira Gandhi National Open University (IGNOU), 2022 – 2024

Bachelor of Journalism & Mass Communication

Singhania University, 2017 – 2020

# 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

• Core Competencies: Cross-functional Collaboration, Budget Management, Leadership, Market Research, Problem Solving, Strategic Planning, Storytelling

# CERTIFICATIONS

• Google Digital Marketing & E-commerce – Coursera (2024)

• HubSpot Content Marketing Certification – HubSpot Academy (2024)

• Meta Ads Manager Fundamentals – Meta Blueprint (2023)

# 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.

# PASSIONS

Digital transformation | AI-powered marketing | Gamification strategy | Consumer behavior analytics