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| **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](mailto:tanujarawat451@gmail.com) * [LinkedIn](https://www.linkedin.com/in/tanuja-rawat-88636317a/) |
| **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) |