

ANUBHAW KUMAR SINGH

Social Media Manager | Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Digital Marketing & Social Media Specialist with **3+ years of experience** driving ROI-focused campaigns across Google Ads, Meta Ads, SEO, and social media platforms. Skilled in PPC management, keyword research, analytics, and creative coordination. Adept at producing high-performing strategies to increase brand visibility, improve conversions, and strengthen online presence. Strong command of AI-assisted content creation, HTML/CSS, and cross-platform digital tools.

TOOLS & TECHNOLOGIES

Google Ads • Meta Ads Manager • Google Analytics • Google Search Console • SEO • Local SEO • Canva • ChatGPT • HTML • CSS • Content writing • Google Workspace • Microsoft 365 • CRM/Automation Tools

CORE SKILLS/PROFESSIONAL EXPERIENCE

- Social media management for Facebook, Instagram, LinkedIn.
- Planning and executing paid advertising campaigns on Google Ads (Search, Display, Video, Remarketing) and Meta Ads.
- Implementing SEO strategies, including on-page, off-page, and technical SEO.
- Optimizing pay-per-click (PPC) campaigns.
- Conducting keyword research and competitor analysis.
- Analyzing website performance using Google Analytics and Google Search Console.
- Creating campaign reports focusing on CPC, CTR, CPA, ROAS, and conversion tracking.
- Managing advertising budgets and optimizing return on investment (ROI).
- Collaborating on content development and devising creative strategies.
- Utilizing AI content creation and prompting tools like ChatGPT for copywriting.
- Basic front-end web development skills in HTML and CSS.
- Using design and productivity tools such as Canva, Google Workspace, and Microsoft 365.

Vastu Vihar - Technoculture Building Center Pvt. Ltd.

Patna, BR

Social Media Manager / Digital Marketing Specialist

10/2023 - Present

- Planned and executed digital marketing strategies to meet organizational goals across paid and organic channels.
- Managed and optimized Google Ads campaigns (Search, Display, Video, Remarketing) to increase conversions and maximize ROI.
- Handled PPC campaigns, reducing CPC and improving CTR through continuous optimization and A/B testing.
- Implemented SEO strategies—on-page, off-page, and technical—resulting in improved organic rankings and traffic growth.
- Managed SMM campaigns across LinkedIn, Facebook, Instagram, and Twitter, ensuring consistent branding and audience engagement.
- Assisted in planning and executing Meta (Facebook/Instagram) and Google Ads paid campaigns, aligning creatives with campaign goals.
- Monitored daily ad performance and produced reports on CPC, CTR, CPA, ROAS, conversions, and audience insights.
- Conducted extensive keyword research, audience segmentation, and competitor analysis to refine targeting and messaging.
- Coordinated with creative and content teams to ensure visuals and copy matched campaign goals and improved conversion rates.
- Analyzed campaign results and shared actionable insights to enhance performance and reduce wasted ad spend.
- Managed ad budgets, monitored spend, and ensured efficient allocation across campaigns.
- Stayed updated on digital marketing tools, trends, and industry best practices.

BYJU'S (Think & Learn Pvt. Ltd.)

Bengaluru, India

Business Development Associate

12/2021 - 08/2022

- Identify and generate new leads through cold calling, email outreach, social media, and networking.
- CRM tools, and online platforms to identify potential clients, industry segments, and business opportunities.
- Collaborate with sales and marketing teams to align on lead quality and conversion goals.
- Optimize lead-generation strategies to improve response rates and conversion rates.
- Track and document all lead interactions, progress, and responses in CRM software.

ADDITIONAL RESPONSIBILITIES

- Coordinated digital campaigns across various platforms leading to a 20% increase in online engagement.
- Performed website audits, content audits, and competitor research to identify optimization opportunities.
- Collaborated with writers and designers to develop engaging, SEO-friendly content for blogs, ads, and social platforms.
- Tracked and reported campaign performance using Google Analytics, Google Search Console, and platform dashboards.
- Integrated new digital trends, AI tools, and best practices to improve workflow and campaign effectiveness.
- Developed content strategies improving brand storytelling and enhancing customer engagement through a 25% increase in blog traffic.
- Supported email marketing initiatives, growing subscriber list by 40% over two years.
- Utilized Google Ads and analytics to track campaign performance, resulting in more efficient resource allocation.

Education

IK Gujral Punjab Technical University	Kapurthala, Punjab
Bachelor of Technology in Computer Science	04/2016 - 04/2020

Certification

Certificate Program in Generative AI Foundation Course)	— Issued by upGrad in collaboration with Microsoft · August 29, 2025
TCS National Qualifier Test NQT Cognitive Skills — Issued by Tata Consultancy Services TCS June 2023	