

Divaker Joshi

Digital Marketing Manager

AREAS OF EXPERTISE

Email Marketing

Search Engine Optimization

Social Media Marketing

Strategy building

Online Reputation Management

Digital Marketing Management

PROFESSIONAL

Fluent in English

PERSONAL SKILLS

Ambitious Forward

thinker Loyal

Smart worker

CONTACT

Divaker Joshi

D4-139, Sector 4,
Chitrkoot, Jaipur
(Raj.)

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Driving license: Yes

Nationality: Indian

PERSONAL SUMMARY

Experienced Digital Marketer with extensive experience in building, maintaining and running successful digital marketing campaigns. Adapting to new digital marketing trends and creating implementing client-centered, successful campaigns aimed at improving brand awareness and presence. Good at collaborating and managing at online content to exceed digital marketing goals. An expert at ensuring the right platforms are used to deliver the right messages to the right audiences at the right time. On a personal level, I am passionate about the role that digital and social channels can play in helping companies to succeed.

WORK EXPERIENCE

Company name – OctaCorps

PHP Developer

Jun 2016 – Jul 2017

Company name – Universal eSolutions

SR. EXECUTIVE DIGITAL MARKETING

Feb 2018 – Mar 2019

Responsible for working with the sales and marketing teams to maximize client's conversions

Duties:

- Evaluated client websites for both desktop and mobile performance and optimal search engine rankings
- Developed unique strategies focused on 3rd party client's targeted audience and niche to improve online presence and brand awareness
- Organized and analyzed data and marketing results with the help of analytics tools
- Created Email marketing campaigns for successful conversions for clients
- Managed a team of digital marketing professionals to ensure success of the campaigns

Company name – UXArmy Pte LTD

DIGITAL MARKETING MANAGER

Mar 2019- Present

Responsible for improving online presence, conversions and social media presence of company and company products [Mobile application and Online Usability testing tool]

Duties:

- Evaluated company website for both desktop and mobile performance and optimal search engine rankings.
- Developed unique strategies focused for company's targeted audience and niche to improve online presence and brand awareness
- Organized and analyzed data and marketing results with the help of analytics tools
- Created Email marketing campaigns for successful conversions for clients
- Organized overseas workshops to increase market relationships and for client onboarding
- Researched and implemented ASO and SEO strategies to improve mobile application downloads and online tool signups

KEY SKILLS AND COMPETENCIES

- Digital marketing strategy building and implementation.
- Managing SEO activity.
- Ability to solve problems quickly and efficiently.
- Experience in the manipulation, analysis and use of customer data.
- Niche content development
- Experience with working on analytic tools like Google Analytics, Facebook Analytics
- Integrating marketing campaigns.
- Experience of working with Google AdWords, Facebook and LinkedIn.

ACADEMIC QUALIFICATIONS

Poornima Institute of Engineering and Technology
B.Tech (Computer Engineering)

2012 - 2016
62.62%

Kendriya Vidyalaya No.2 Senior Secondary School
Senior Secondary

2012
60.6%

