



MANAGERIAL ASSIGNMENTS

Digital Marketing/Online
Marketing **Industry Preference:**
Healthcare

PROFILE SUMMARY

A Marketing Professional with Around 6 years of experience in the areas of:

**Search Engine Optimisation
Digital Marketing
Digital Communications
HTML
Bootstrap**

**Social Media/Community Management
Content Strategy and Design
Google Analytics
CSS
JavaScript**

- Skilled in marketing the clients' business to achieve objectives such as lead generation, high online visibility, online brand positioning and online reputation management.
- Experience in handling clients for overall digital marketing strategies involving SEO, SMO, PPC, Content Management, Landing-Page Optimisation, Link-Building and so on.
- Demonstrated acumen in planning and organizing online as well as off-line events for brand promotion strategies for client's business.
- Analytical, meticulous and quality-oriented professional with an eye for detail.
- Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)

Website Design

- Performed front-end development for interactive web applications to improve functionality and user experience using HTML, CSS, and JavaScript.
- Designed and tested a web-based interactive centrifuge application for the Undergraduate Biology Department at Stony Brook University using HTML/CSS, JavaScript, and JQuery.

CORE COMPETENCIES

- Devising web-marketing strategies that have elevated brands from relative obscurity, generated leads/revenue and increased profits in competitive markets.
- Developing content in iterative to launch blogs, video content and social media profiles in order to generate thought leadership and significant inbound marketing results.
- Analyzing and researching keywords related to client's website through keywords research tool.
- Conducting competitor analysis to identify improvements as well as increase visibility and rankings.
- Ensuring continued success of PayPer Click(PPC) lead generation, delivering strong profits and Return on Investment to the business.
- Conducting regular research into industry to keep abreast of latest Google updates, search marketing technologies, digital trends, marketing advancements, etc.

ORGANISATIONAL DETAILS

Since September'2021 Till Date

Fertility IVF & Fertility Clinics

Digital Marketing Manager

Key Result Areas:

- Planning and devising on-page optimization strategies as per website requirements. Developing content copies involving articles and press releases.

- Formulating marketing strategies for Face book page optimization in order to increase brand visibility and improve online brand positioning of the business.
 - Gathering data about various countries, products and industries related to the niche as a part of pre-launch market research.
 - Used Google Analytics for goal set-up, funnels, report generation, website study, visitor analysis, social media tracking,
 - Adwords tracking and various other tools
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Since May'2017 APR 2020

Marlin Medical Assistance

SEO Executive

Key Result Areas:

- Managing seasonal digital marketing brand campaigns including creative development, website refreshes and microsite development, newsletter marketing and all agency deliverables.
- Creating engaging social media strategies and execution plans that cultivated audiences, increased web presence and enhanced brand awareness.
- Monitoring the success of Social Media Campaigns through media analytics, KPIs, and dashboards.
- Assisting the company's business development team in developing proposals within the digital marketing segment.
- Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management.
- Coordinated with Marketing and Sales teams as well as key agency media partners to gather information towards analysing efficacy and Return on Investment (ROI) of all brand management events.
- Handling day-to-day Search Engine Marketing (SEM) activities including campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns.
- Reporting of campaigns with in-depth analysis on performance of keywords, ad copies, bounce rates, etc.
- Formulating digital strategy for delivering best ROI for campaigns on various result oriented matrices of cost per click.
- Assisting the Senior Brand Manager in the development of short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility.

Our Project

- <https://marlinmedicalassistance.com/>
- <https://fertilitycity.com/>

ACADEMIC DETAILS

B.E.(I.T) from Rajiv Gandhi Prodyogiki Vishwavidyalaya with 73%

PERSONAL DETAILS

Date of Birth: 15 th Jul 1994 Languages Known: Hindi English & Urdu

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