



# ANURAG DUBEY

Head of Digital Marketing at Smart Value Limited

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Embark on a journey with a seasoned marketing virtuoso boasting over 9 years of transformative experience in sculpting the digital landscape for IT, SaaS, and Cloud juggernauts. I am not just a marketer; I am a trailblazer in SEO and SEM, adept at navigating the realms of engagement tactics, e-commerce, social media platforms, web technologies, and content management systems. I have orchestrated innovative marketing campaigns that propelled brand visibility in competitive markets, leading high-performing teams to boost social media engagement by 60% and increase website traffic by 40% through data-driven strategies.

## EXPERIENCE

### Smart Value Limited

Jan 2023- Present

#### Head Of Digital Marketing

- Developed and executed a marketing strategy, achieving a 30% increase in brand awareness and customer acquisition.
- Directed paid advertising on Google Ads, Facebook Ads, and Twitter, boosting CTR by 50%.
- Increased Facebook and Instagram followers by 35%. Restructured a 20-person marketing department, reducing turnover by 60% and applying Agile methodology to speed up pilot projects by 30%.

### UnitedLayer LLC

November 2020 - Jan 2023

#### Marketing Technologist

- Developed and executed marketing strategies for Co-location solutions and IaaS products, achieving key traffic KPIs through paid and organic channels (Google AdWords, Facebook, LinkedIn, AdRoll, Outbrain).
- Leveraged AppNexus, AdRoll, Adobe Analytics, and Google 360 for enhanced product exposure.
- Implemented digital strategies, resulting in a 50% increase in website traffic and a 25% boost in online sales.

### Highlands

September 2019 - November 2020

#### Team Lead-SEO

- Administered all business marketing operations and advertisement campaigns that eventually generated a 25% increase in web traffic in 4 months.
- Administered on-page optimization, conducted keyword research.
- Developed and drove forward multi-channel digital media strategies and road maps aligned with company program growth.
- Developing and leading a comprehensive marketing strategy, from 'top-of-the-funnel'.

### Prgamatic Educational Society

March 2015 - August 2019

#### Digital Marketing Manager

- Developed creative digital content and campaigns to drive brand exposure. Monitored social media and tech advancements, integrating new platforms into marketing plans.
- Directed social media and digital marketing strategies to promote brand building, retention, and revenue growth.

## EDUCATION

### Kendriya Vidhalaya

2013-2014

#### Senior High School

### Delhi University (SOL)

2014-2017

#### B.com

### IIM Kozhikode

Completed in 2021

#### MBA in Digital Analytics & Advertising

## SKILLS

- Understanding of key industry metrics (CTR, CPC, CVR, CPL, CPR)
- Ability to perform Site Analysis and Keyword Research, Competitor Analysis, Content Wording, Branding Compliance, Tagging and Position Monitoring.
- Experience using online search analysis tools, such as Google Search Console, Keyword Planner SEMrush, and Bing Webmaster Tool.
- Proficiency in developing strategic SEO link-building campaigns and Content Marketing plans to target customer journeys and geocentric searches.

## TECHNICAL SKILL

### Skill For Business Intelligence & Management

- Web/Mobile Analytics (Google Analytics, Adobe Analytics, Kissmetrics)
- Performance Marketing (Google Adword, AppNexus, Adroll, Outbrain)
- Adobe Manager ( Adobe Analytics, Adobe Target, Adobe Ad Manager)
- Facebook Business Manager
- Search Webmaster Console
- Keywords Analysis & Research
- SEO (On-Page & Off-Page) '
- Excellent knowledge of AI & ML to increase the productivity in respective state

### Digital Marketing Tools & Technologies

- **CMS-** WordPress/Zomla/Drupal/PHP FUSION/
- **Email Marketing-** Madmimi/Mailchimp/Sendinblue/MailJet/SMTP2GO
- **Online Advertitinsg-** Google Adwords, Facebook Ads, LinkedIn Ads, Spotify Ads
- **Programmatic & Native Advertising-** Adroll, Rollworks, Taboola, Outbrain
- **Digital Analytics-** Google Analytics, Adobe Analytics, Heap Analytics, Oribi.
- **SEO Analysis-** Ahref/SERPBOT/SPYFU/SEMRUSH/KWFinder/Majestic/Google Dorks.
- **On-Page Analysis** - Deepcrawl, Clusteric, Easyredir, Screaming Frog.
- **Content Curation** - Buzzsumo, SocialPilot, Google Trends, Pocket.
- **Schema-** Google Structural Data Testing Tool, Rich Snippet Tool
- **Keywords Forecasting** - Google Keyword Planner, Ahref ,AnswerThePublic.

## ACCOMPLISHMENTS

### Achievements in Smart Value Limited

*April 2023-October 2023*

- Curated the brand crisis strategy.
- In a budget of \$1000/Month, i was able to generate a sales of \$20,000 within a span of 2 months.
- Lead the ORM team to remove all the negative media from review portal and YouTube.

### Achievements in UnitedLayer LLC

*November 2020- January 2023*

- Crafted innovative digital marketing campaigns, driving a 35% increase in web traffic over 23 months.
- Integrated impactful social media strategies, expanding audience by 48%.
- Played a key role in boosting Data Center Colocation sales by \$200/Month. Honored as Employee of the Q3 2021.

## PROJECTS

### SaaS Product Marketing Launch

*October 2019 - November 2021*

[www.solvemint.com](http://www.solvemint.com) | [www.civilgeo.com](http://www.civilgeo.com)

- Managed and implemented long-term, data-driven digital strategy for product promotion and new product launch.

### Digital Marketing (Brand Awareness)

[www.cyber.icssindia.org](http://www.cyber.icssindia.org) | [www.icssindia.org](http://www.icssindia.org)

- Analyzing daily reports and analytics.
- Creates a business development database to evaluate performance and organize client which leads to development of business process flow (Lead Generation).

## SEO | SMO | SEM | EMAIL MARKETING

[www.inyva.com](http://www.inyva.com) | [www.inveda.in](http://www.inveda.in)

- Engaging More & More Traffic to the Portal to increase revenue figure 25% in a span of 3 months.
- Handling Facebook Marketing Ad & Ad Manager.

## Social Media Management

[www.thepunjabirapper.com](http://www.thepunjabirapper.com) | [www.ysevents.com](http://www.ysevents.com)

- Handling social media accounts of the renowned artist "BOHEMIA" and "YS Events".
- Developing a niche of #bohemia #raja #420 & #bohmeia on Twitter.

PROFESSIONAL CERTIFICATIONS

Digital Marketing Professional

CertiProf (USA)

Facebook Blueprint Certification

Facebook Inc

Digital Marketing & Analytics Expert

HubSpot

Competency in Business Analysis Level 2 (CCBA)

Simplilearn

Measuring Marketing Effectiveness (ROI)

LinkedIn

Sponsored Advertising

Amazon

Google Certification

Google Inc.

- Google Display Ad
- Google Search Ad (Basic to Advance)
- Google Video Ad for YouTube

SEMRUSH Certification

SEMRUSH

- Content Marketing Toolkit
- On-Page
- Technical SEO
- Competitive Analysis & Keyword Research