

RAJEEV THAKUR

Phone: +919873471556 | Email: rajeev8919@gmail.com | [LinkedIn Profile](#)

PROFILE

- Experienced Digital Marketing with 9+ years of expertise in Marketing Strategy, Project Management, Optimization, Branding, and Advertising across diverse industries.
- Technical Proficiency: Skilled in Digital Marketing, SEO On Page, Off Page & SMO, PPC, Social Media Advertising (Facebook, LinkedIn, Twitter, Instagram), E-commerce Marketing, Online Lead Generation, and Marketing CRM.
- Achieved 2000+ leads through strategic marketing activities and developed effective performance marketing strategies.
- Successfully managed projects from initiation to launch, ensuring smooth transitions and outcomes.
- Strategic Thinker Known for critical thinking, deep analysis, and innovative marketing strategies.
- Team Leader with Proficiency in team management, leading cross-functional teams to deliver exceptional results.
- Creative Marketer with Expertise in content marketing and branding, contributing to brand growth and visibility.
- Managed social media platforms (FB, Instagram, LinkedIn, Twitter), boosting audience engagement and market penetration.
- Negotiated contracts and managed vendor relationships for marketing services and promotional materials.

CORE COMPETENCIES

- | | | |
|-------------------------------|----------------------------------|-------------------------------|
| • Digital Marketing | • PPC Campaign Management | • Performance Marketing |
| • Strategic Keywords Research | • Lead Generation | • Competitor Analysis |
| • Advertising Strategy | • Social Media Paid Management | • Budget Management |
| • SEO On Page & SMO Strategy | • Vendor Relationship Management | • Website Strategy and Design |
| • Brand Building | • Keyword and Audience Research | • Team Leadership |
| • Google Analytics | • Google Search Console | |

EXPERIENCE

Madhyam Estate Linkers Pvt Ltd (Madhyam.com) Digital Marketing Manager *Mar 2021 - Present*

- Accountable for overseeing the initiation phase of a high-impact project, ensuring a seamless transition and successful launch.
- Planned, executed, and managed digital programs, encompassing SEO, website strategy and design, social media, mobile, and other deliverables.
- Collaborated with the Director of Marketing to develop a comprehensive digital advertising plan, increasing market penetration and promoting new products and services.
- Successfully managed budgets and PPC campaigns, optimizing resources for maximum ROI.
- Directed the planning and management of social media platforms (FB, Instagram, LinkedIn, Twitter), enhancing brand visibility and audience engagement.
- Conducted in-depth competitor website analysis, informing the formulation of effective SEO strategies.
- Managed all aspects of the company's digital presence, including website, creatives, content, blog, and holistic marketing strategies.
- Skillfully managed vendor relationships, negotiating contracts for marketing services and promotional materials.
- Generated 2000+ leads through strategic marketing activities, contributing to company growth.
- Developed and executed effective performance marketing strategies.
- Team Leadership Lead and mentor a team of digital marketing professionals.
- Brand Building Drive brand awareness and loyalty through effective digital marketing strategies. Ensure brand consistency across all digital channels.
- Plan and execute A/B tests to optimize ad elements, landing pages, and ad copy.

Ace Investors Pty Ltd Digital Marketing Associate *Dec 2019 – Feb 2021*

- Managed pay-per-click accounts on Google AdWords, Yahoo, Bing, and other platforms, optimizing bids and budgets.
- Maintained and updated large keyword lists to enhance ad targeting.
- Provided creative copy suggestions and ad templates to improve ad quality.
- Managed display network placement lists, optimizing ad placements.
- Supported the creation of new paid search campaigns, ad groups, and accounts, leading to successful initiatives.
- Generated weekly and monthly client reports, tracking key metrics and revenue performance.
- Kept pace with search engine and PPC industry trends and developments.
- Monitored and administered web analytics dashboards, reporting key insights to clients.
- Executed Amazon campaigns and bulk email marketing.

Cantata Technologies Services Pvt. Ltd Digital Marketing Specialist *Aug 2016 – Nov 2019*

- Conducted website behaviour and customer experience analysis using Google Analytics and Google Webmaster Tools.
- Documented existing processes and presented suggestions for process improvements.

- Led Search Engine Optimization efforts for organization-developed websites.
- Resolved software and mutual fund issues for customers, both online and at their end.
- Conducted on-page optimization, developed off-page strategies, and performed website and competitor analysis.
- Engaged in social media optimization, including Facebook, LinkedIn, Twitter, and other social networking promotions.

Triumph IT Services SEO Specialist *May 2014 – Jun 2016*

- Optimized titles, headings, anchor text, canonicals, and other on-page elements.
- Executed off-page SEO strategies, including classified submissions, forums, social bookmarking, articles, and guest posting.

Big Boy Toyz Pvt Ltd SEO Specialist *August 2013 – May 2014*

- **Off-Page Strategies:** Implemented off-page SEO strategies, including classified submissions, social bookmarking, and more.

TECHNICAL TOOLS

- | | | |
|-------------------------|--------------------------|--------------------------|
| • Word Press | • Marketing CRMs | • CSS |
| • Google Ads | • Google Analytics | • Java Scripts |
| • Bing Ads | • Google Webmaster Tools | • Microsoft Suites Tools |
| • Facebook | • Google Key planner | • G-Suites Tool |
| • MailChimp | • SUM Rush | • Instagram |
| • Facebook/LinkedIn Ads | • HTML | • LinkedIn |

TECHNICAL SKILLS

- | | | |
|----------------------|------------------------|-----------------------|
| • Project Management | • Vendor Management | • Problem-Solving |
| • Critical Thinking | • Results-Driven | • Adaptability |
| • Team Management | • Communication Skills | • Time Management |
| • Creative Marketing | • Leadership | • Negotiation Skills |
| • Strategic Thinking | • Analytical Skills | • Attention to Detail |

EDUCATION

- Master of Computer Application (MCA) | SMU | 2014
- Bachelor of Computer Applications (BCA) | SMU | 2011