

# SHREYA CHOTALIYA

Marketing Professional | Digital Marketing | SEO | SEM | SMM | Offline Marketing

Jaipur, India | +91 7567566619 | shreya3694@gmail.com

LinkedIn: [linkedin.com/in/shreyachotaliya](https://linkedin.com/in/shreyachotaliya)

**SUMMARY** Marketing professional with experience in both online and offline marketing. Skilled in digital strategy, SEO, SEM, social media, content, and event marketing. Adept at building brand presence, executing multi-channel campaigns, and supporting sales growth through innovative marketing solutions.

## WORK EXPERIENCE

### Senior Marketing Executive, WMW Industries Ltd (BVK Group)

Aug 2025 - Present, Jaipur

- Executing digital campaigns across LinkedIn, SEO, email, and paid ads.
- Supporting event and exhibition marketing activities to drive visibility and leads.
- Coordinating multi-channel marketing initiatives with internal teams.
- Assisting in content creation and campaign analytics for continuous optimization.
- Contributing to the development of the company's digital presence and brand awareness.

### Marketing Consultant, Phonon Communications Pvt Ltd

Jul 2024 - Jan 2025, Vadodara

- Responsible for generating leads and coordinating with the sales team to achieve targets.
- Developing PR strategies, and delivering product demonstrations.
- Created technical content, including how-to guides and videos, and provided tailored solutions to customers.
- Supported sales efforts to close deals while managing digital marketing assets and the company's online presence.

### Senior eMarketing & MarCom Associate, Mettler Toledo Inc

Apr 2022 - Jun 2024, Mumbai

- Managed social media marketing, email marketing, affiliate marketing, keyword research, and GMB.
- Executed campaigns, competition analysis, email marketing, reports, and quarterly reviews.
- Led end-to-end execution of events, expos, hotel seminars, and webinars.

### Digital Marketer, Consumer Sketch Information Pvt Ltd

Dec 2020 - Jan 2022, Vadodara

- Handled social media accounts for Canadian clients and created media plans and platform strategies.
- Collaborated with teams for strategic, analytical, and operational support.

### Digital Marketing Executive, VAP Group Pvt Ltd

Apr 18 - Dec 2020, Vadodara

- Gained expertise in SEO, link building, and social media marketing.
- Managed content modification and SEO updates for revenue-generating websites.
- Implemented marketing campaigns and developed marketing plans to maximize online visibility.
- Monitored and reported on Google Analytics.

## EDUCATION

### Bachelor of Engineering [Computer Science]

Parul Institute of Engineering & Technology

Jun 2015 - Jun 2018

Vadodara, Gujarat, India (8.1 CGPA)

### Diploma in Engineering [Computer Engineering]

Maharaja Sayajirao University of Baroda (Polytechnic)

Jun 2012 - Jun 2015

Vadodara, Gujarat, India (74%)

## KEY SKILLS

- Digital Marketing:** SEO, SEM, Social Media Marketing (SMM), Affiliate Marketing, Email Marketing
- Content & Branding:** Copyediting, Content Management, Campaign Planning
- Offline Marketing:** Event Management, PR Strategy, Exhibitions, Seminars
- Analytics & Tools:** Google Analytics, GMB, Marketing Automation Tools
- Other:** Market Research, Campaign Reporting, Lead Generation

## CERTIFICATIONS

### Digital Marketing Masterclass- 23 Courses in 1 (Udemy)

Certified in all Digital Marketing activities to showcase expertise and knowledge in this field.

### The Fundamentals of Digital Marketing (Google Digital Unlocked)

Certified in fundamentals of Digital Marketing activities to help learn the basics of this field.