

SHREYA CHOTALIYA

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

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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
Vadodara, Gujarat, India (8.1 CGPA)

Jun 2015 - Jun 2018

Diploma in Engineering [Computer Engineering]

Maharaja Sayajirao University of Baroda (Polytechnic)
Vadodara, Gujarat, India (74%)

Jun 2012 - Jun 2015

KEY SKILLS

- **Digital Marketing:** SEO, SEM, Social Media Marketing (SMM), Affiliate Marketing, Email Marketing
- **Content & Branding:** Copy editing, 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.