

ANAND KUMAR TRIPATHI

Performance Marketer

✉ tripathianand013@gmail.com ☎ 9260937048 📍 Noida

Profile

Seeking a challenging role in a growth-oriented company where I can utilize my passion for digital marketing to drive results and continue to develop my skills. Committed to excellence and eager to make a positive impact through innovative marketing strategies.

Professional Experience

Performance Marketer, Pointofviewer

06/2023 – Present

Noida, India

- Digital Marketing Strategy: Develop and execute a comprehensive digital marketing strategy aligned with the startup's, B2B & B2C Clients overall business objectives.
- Paid Advertising: Plan and execute online advertising campaigns, including pay-per-click (PPC) advertising, display ads, and social media advertising, to generate leads and conversions.
- Analytics and Reporting: Monitor key performance indicators (KPIs) and use data analytics tools to measure the effectiveness of digital marketing efforts. Adjust strategies based on data-driven insights.
- Conversion Rate Optimization (CRO): Continuously improve the website and landing pages to increase conversion rates and user experience.
- Marketing Technology Stack: Evaluate, select, and implement digital marketing tools and software to streamline processes and enhance performance.
- Testing and Experimentation: Conduct A/B tests and experiments to refine digital marketing strategies and improve campaign performance.
- Content Strategy: Create and oversee the content marketing strategy, ensuring the production of high-quality, engaging content that resonates with the target audience.

Sr. Associate OPS, WNS (Google)

04/2023 – 06/2023

Gurugram, India

- Working on Google ads and handling client accounts
- Helping businesses on optimization of ads and in generation of relevant leads
- Providing best practices and strategies to make the ads more relevant to the audience.
- Building campaigns based on the target audience and help businesses to get more customers and website traffic.
- Optimizing Google ads campaigns, researching keywords, optimizing bidding to make the most out of the customer's investment.
- Setting up meetings with clients and continuous follow-up's regarding their campaigns and optimizing them on the basis of performance.

Associate - Product Marketing, Unthinkable Solutions LLP

11/2021 – 02/2023

Gurugram, India

- Good communication and collaboration skills, with the ability to work well in a team environment
- Flexibility and adaptability, with the ability to pivot and adjust strategies as needed
- Experience in running ad campaigns on Facebook, Google & LinkedIn.
- Responsible for generating leads through Paid ads and bringing clients for the company services

- Hands on experience on Google Analytics, Clevertap, Appsflyer, Canva, Semrush, Moengage, Wordpress, Hubspot, MS-Office etc.
- Closely working with Front-end developers, A/B testing and implementing the changes that is needed in the product as per user feedback collected & marketing needs
- Basic knowledge of programming languages like Java & Python.
- Worked on a product and was responsible was User acquisition, User engagement and User retention.
- Familiarity with UI&UX design and graphic software such as Figma and has closely worked with UI/UX and graphic designers.

Sales and marketing intern, Whitehat Education Private Ltd.

05/2021 – 07/2021

Mumbai, India

- Ability to work under pressure and to tight deadlines.
- Quickly learned new skills and applied them to daily tasks, improving efficiency and productivity
- Exceeded goals through effective task prioritization and great work ethic
- Proved successful working within tight deadlines and fast-paced atmosphere
- Got the PPO offer from the company for joining as an employee after Internship
- Maintained excellent attendance record, consistently arriving to work on time
- Created plans and communicated deadlines to ensure given tasks were completed on time.

Education

MBA (PGDM), Asian Business School

05/2020 – 05/2022

Noida

B.Com, Allahabad University

05/2017 – 05/2019

Prayagraj

Skills

Google Analytics	● ● ● ● ●	Wordpress	● ● ● ● ●
Moengage	● ● ● ● ●	Microsoft Office	● ● ● ● ●
SEO	● ● ● ● ●	Canva	● ● ● ● ●
Digital Strategy	● ● ● ● ●	Marketing Management	● ● ● ● ●
Keyword Research	● ● ● ● ●		

Languages

- English
- Hindi

Certificates

Executive Certification in Digital Marketing

From NIIT

Executive Certification in Big Data Analytics & Business Intelligence

From NIIT

Certification in Entrepreneurship

From EDIC

Executive Diploma in International Business

From Oxford Business College, Oxford – London (U.K.)

Google Ads - Measurement Certification

From Google

Personal Details

Date of Birth: 14/05/1998

Father's Name : UMESH CHANDRA TRIPATHI

Languages Known : HINDI, ENGLISH

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