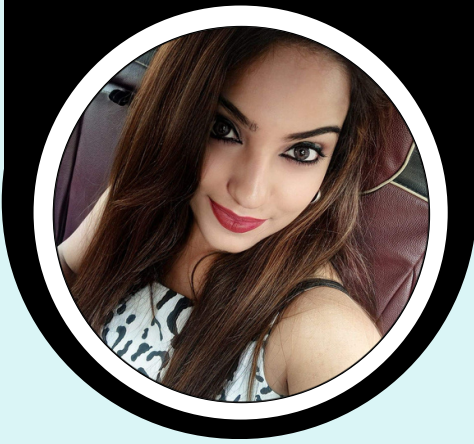


Shubhi Sharma

Digital Marketing Enhancer



About Me

I am a digital marketing enhancer having (4.5 years) of experience who works for leveraging the power of social media networks to boost brand loyalty and visibility. Able to use blogs, online communities, and social media platforms and create highly targeted web content that drives inbound traffic. Analyzing business performance with the help of digital tools and reports, analyzing the available resources and digital tools. Web traffic analysis using various digital tools like Google Analytics, and search console. Assuring proper implementation of different digital marketing tools and technics.

Contact Me

📍 G-26 Sankeshwer City,
Indore, M.P

☎ +91 7987489913/8871742749

✉ shubhisharma11june@gmail.com

Skills

Run Ads (Google Ads, Facebook Ads)



Content creation (Canva, online design tools)



Blogging on WordPress management



Project sourcing (PPH, IndiaMart, LinkedIn)



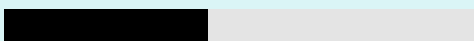
Proposal, quotation, and invoice preparation



Client communication and management



Audio content and voiceover production



Experience

2023 – Now

Design Collection IT Services, Indore , India

Digital Marketer

- Designed, implemented, and monitored Google Ads and Facebook Ads campaigns, driving qualified leads and improving overall marketing ROI.
- Created visually appealing images, banners, PDFs, newsletters, ad posts, and videos using Canva and other online tools.
- Conducted thorough research and authored engaging blog content for the company's WordPress site, enhancing brand visibility and driving organic traffic.
- Sourced new business opportunities on platforms such as PPH, IndiaMart, and LinkedIn, contributing to increased revenue and growth.
- Developed audio content and voiceovers for social media videos, increasing audience engagement and enhancing brand perception.
- Managed client communication, addressing inquiries, discussing client needs, and ensuring high levels of customer satisfaction.
- Prepared and submitted proposals, articles, quotations, and GST invoices, maintaining organized records and facilitating efficient transactions.

Alpha Infolab Inc. , Indore, India

2020-2022

Digital Marketing Team Lead January

- Analyzing business performance with the help of digital tools and reports Analysing the available resources and digital tools. Web traffic analysis using various digital tools like Google analytics. Assuring proper implementation of different digital marketing tools and techniques such as SEO, SEM, SMO, Email Marketing etc.

Tools works on

Tools for Bidding:

- Online Bidding Platforms
- IndiaMart,
- LinkedIn, etc

Tools for Ads Campaign:

- Google and Facebook Ads Campaign
- Facebook Ads Campaign

Tools for Promotional posts:

(Images, Banners, PDF, Newsletter, Ad posts, Audio and Videos)

- Chat GPT
- T2S
- Freepik
- Adobe color
- Moz
- Canva
- Online free to use tools, etc

Tools for Proposals, Articals, Content, GST invoices, Quotation:

- Google workspace
- Microsoft workspace, etc

SOCIAL LINKS

- Twitter: @ShubhiS00787531
- Facebook: Shubhisharma11june
- LinkedIn: shubhi-sharma-4ab40b160
- Instagra:Shubhi__Sharma__

EXTRA-CURRICULAR ACTIVITIES

- Best coordinator in anchoring
- Actively participate in &organized various College and School events
- Student Volunteer in Elixir fest
- Enthusiastically Participated in various Social Events

DECLARATION:

- Extending fullest co-operation to the superiors.
- Date:-
- Signature:-
- Time:-

Experience

Talented India, Indore , India

22018-2019

SEO Executive, October

- Using programs such as Google Analytics to compile & regular performance reports. YouTube Videos SEO. Occasionally contributing to the company blog.
- The creation of on-site and off-site SEO strategies for clients in various industries.
- Create content for News and also did SEO for the real-time audience or traffic

DataPure Technologies LLP, Indore, India

01/2018-09/2018

Computer Vision Annotation Expert

- Bounding, Box Annotation, Polygonal, Segmentation, LineAnnotation, Landmark Annotation, Semantic Segmentation, Object Tracking, 3DLane Marking

DataPure Technologies LLP, Indore, India

06/2017-12/2017

Data Analyst

- Knowledge of: Excel, Email & Data pulling, Scraping, and Verification.
- Knowledge about: Currently working on a project of Crowd Flower Lead generation, Web Scraping, Web Search, Excel, Data Processing (Data verification), and Data Entry.
- Knowledge of finding Customer Name, Company, Address, Detailed Contact Information, Email Address, Telephone Numbers, Assets, etc.

Education

RGPV University

2013-2017

Bachelor of Engineering CS

Bachelor of Engineering in Computer Science and Engineering from Shri Guru Sandipani Institute Of Technology & Science[SGSITS] affiliated to Rajiv Gandhi Prodyogiki Vishwavidyalaya in 2017 with a 7.94 CGPA

Mahadji Scindiya School

High School

Higher Secondary School completed in 2013 with 60%
Higher School completed in 2009 with 68%.