

Skilled Marketing Specialist driven to develop successful campaigns and product marketing plans that satisfy clients and meet demanding objectives. First-rate attention to detail and creative mindset. Prepared to leverage 7 years of marketing experience to take on dynamic new role.

Work History

2020-01 -
2022-08

Marketing Specialist

Google

- Responsible for:
- Content management of Grow My Store by Google
- Grow My Store is a free tool by Google for retailers who want to improve their website on the basis of Customer experience that they can measure and compare on this tool depending on their industry
- Launched this Google product across 8 different markets across EMEA in record time
- Localized product while working closely with these local teams
- Responsible for content production of Grow My Store and localization in EMEA region
- Responsible for Grow My Store production in the UK, US and various other European, Middle Eastern and African countries
- Streamlined functions by developing and implementing processes and task management ticket systems.
- Used content management system to analyze user engagement and website traffic metrics.
- Approved, reviewed and edited content flowing to website.
- Conducted regular content audits to identify gaps and redundancies of content.
- Collaborated with marketing and design teams to develop and plan site content, layout and style.
- Utilized analytics and site metrics to determine areas of improvement.
- Trained support staff in site implementation, updating and maintenance procedures.



Anurag
Kumar

Digital Marketeer

Contact

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Skills

Digital Marketing (Strategy, Execution, Reporting, tracking & Media Planning)

Advanced

Copywriting expertise

Advanced

Analytics and SEO

Upper intermediate

Content Writing, Content creation, and paid ads

Advanced

2019-06 -
2019-12

Digital Marketing - Trainee

YogiLab - Bali

- Responsible for content planning and executing a month long event called the Marcel Hof Method in Bali
- Participated in on-the-job training, working closely with founders and coworkers and asking appropriate questions.
- Copywriting and releasing a Vlog everyday of the event on Social Platforms (YT, Fb, Insta & Tw)
- Creating Digital Ads for conversion and sales for the month long event
- Responsible for planning overall YouTube strategy and Social content strategy
- Optimizing a local business Conscious Arts Tattoos in Bali for SEO optimization and Leads generation
- Handling Social Media marketing for The Istana Meditation center & biohacking facility in Bali
- Established lasting relationships with peers, leadership and customers using strong communication and interpersonal skills.

2015-02 -
2016-06

Social Media Manager

Dark Frames, Mumbai

- Working as SocialMedia manager for U.S based Film distribution and production House Dark Frames; My roles and responsibilities were..
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Analyzed and reported social media and online marketing campaign results.
- Worked with department personnel to deliver brand consistency in social media messages.
- Improved page content, keyword relevancy and branding to achieve search engine optimization goals.
- To campaign against the banning of this movie through Digital Media
- To handle various social media profiles of the company and its first feature film Unfreedom
- To create Facebook screening Event pages and publicize them through various paid/unpaid mediums like PPC, associations and listings.

- Created actionable plans to grow and maintain followers through Twitter, Facebook and Instagram.

2017-07 -
2018-05

Community Manager

Spark44, Mumbai

- For:
- Building and executing social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generation, editing, publishing and sharing daily content (original text, images, video or HTML) that build meaningful connections and encouraged community members to take action
- Setting up and optimizing company pages within each platform to increase the visibility of company's social content
- Moderating user-generated content in line with the moderation policy for each community
- Creating editorial calendars and syndication schedules
- Continuously improving by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborating with media partner to manage campaigns and identify new opportunities

2016-07 -
2017-06

Social Media Executive

ET-Edge (The Times of India Group), Edge

Responsible for:

- Creating Digital & Social strategies for various B2B conferences
- Doing Media Associations & Alliances with relevant magazines and institutions
- Developed marketing content such as blogs, promotional materials and advertisements for social media
- Analyzed and reported social media and online marketing campaign results.
- Creating E-Mailer content & SMS campaigns for these conferences
- Maintaining various conference websites
- Creating Digital Spend plans for upcoming

conferences

- Acquiring various vendors for large conferences & Digital Services
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Worked with department personnel to deliver brand consistency in social media messages.
- Engaged relevant influencers to build brand awareness.

2015-11 -
2016-05

Sr. Associate - Social Media Marketing

Everymedia (Agency), Mumbai

- Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.
- Developed and maintained courteous and effective working relationships.
- Worked within applicable standards, policies and regulatory guidelines to promote client projects.
- Used coordination and planning skills to achieve results according to schedule.
- Managed Social Media launch campaigns for multiple Hollywood projects of Fox Star India like Deadpool, X-Men: Apocalypse, Ice Age 5, Kung Fu Panda 3.
- Managed Social media pages for Mad Studios (Film Production company based in Mumbai)

Digital Marketing Freelancer

Self, Mumbai

- Handling various marketing, business, and strategic initiatives for YouTuber Salil Jamdar & Co.
- Handling monthly Social Media Ad spends for ecommerce site Neulife.com and its group of Brands
- Trekking and Adventure Volunteer for Trek & Trails Mumbai
- Monitored online trends, conversations and innovations to optimize strategies
- Led projects to redesign web pages, diversify strategies and revitalize social media presence.
- Redesigned and published web pages with Wordpress

- Researched and applied onpage and off-page SEO techniques to increase online exposure by 100%.

Education

2013-05 -
2016-05

**Bachelor of Mass Communication:
Journalism And Communication**

*School of Broadcasting And Communication, Kumar
- Mumbai*