

Experienced Senior Marketing Manager | 8 Years in Digital Media Marketing | Proven in Campaigns, Strategy, Content | Achieves Goals | Strong Leadership & Innovation | Seeking Global Strategy Role.

Work History

2022-09 -
Present

Freelance Digital & Brand Media Manager

Fashion for Biodiversity, INJARAS, Anonymous Publishing House

- Orchestrated cross-platform social media operations, offering technical expertise and guidance.
- Designed and executed A/B tests using GA4 to evaluate the impact of website changes on user behavior, driving data-backed decisions for site improvements.
- Streamlined operations, implemented best practices, and addressed challenges.
- Collaborated with creators and teams to meet specific goals.
- Swiftly resolved team issues and provided digital sales support.
- Analyzed metrics, offered insights, and kept updated on trends.
- Pioneered innovative content and engagement strategies.
- Promoted collaboration among remote teams.
- Optimized major platforms (Facebook, Instagram, TikTok, Twitter).
- Supported tools like Sprout Social & Hootsuite.
- Recommended enhancements for efficiency.
- Delivered training and support to specialists.

2020-01 -
2022-08

Marketing Specialist

Google

- Managed content and localization for Grow My Store by Google, launching the



Anurag Kumar

Seasoned Senior Marketing Manager | Digital Media Marketing Expert | Strategic Visionary & Team Leader.

Contact

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Skills

Digital Marketing (FB Ads, Google Ads, YouTube, Tw & LinkedIn Ads & Strategy, Execution, Reporting, tracking GA4 Meta Ads & Media Planning)

Advanced

product across multiple markets in the EMEA region.

- Utilized GA4's audience segmentation capabilities to create targeted user segments, improving the personalization of marketing campaigns and increasing engagement.
- Conducted in-depth analysis of website and app data using Google Analytics 4, extracting actionable insights to improve user engagement and conversion rates.
- Streamlined functions through process development and implemented task management ticket systems.
- Utilized content management systems to analyze user engagement and website traffic metrics.
- Collaborated with marketing and design teams to develop and plan site content, layout, and style.
- Conducted regular content audits to identify gaps and redundancies.
- Trained support staff in site implementation and maintenance procedures.

2019-06 -
2019-12

Social Media Marketing - Consultant

YogiLab – Bali, Indonesia

- Executed a month-long event called the Marcel Hof Method, handling content planning, digital advertising, and social media management.
- Successfully implemented event tracking in Google Analytics 4 to monitor and analyze user interactions, including form submissions, button clicks, and video views, providing a comprehensive view of user behavior.
- Optimized a local business, Conscious Arts Tattoos, for SEO and lead generation.
- Managed social media marketing for The Istana Meditation Center and biohacking facility in Bali.

Copywriting expertise

Advanced

Email, SMS Campaign
(MailChimp,
ConstantContact)

Upper intermediate

Content Writing, Content
creation, and paid ads

Advanced

- Developed custom dashboards in Google Analytics 4, tailored to the specific KPIs and goals of the business, enabling real-time tracking of key metrics.
- Employed GA4 data to identify conversion bottlenecks and collaborated with the team to implement CRO strategies that resulted in a 20% increase in conversion rates.
- Developed relationships with peers, leadership, and customers through effective communication and interpersonal skills.

2015-02 -
2016-06

Social Media Manager

Dark Frames, Mumbai

- Created marketing content, including blogs, promotional materials, and advertisements, for social media platforms.
- Analyzed and reported on social media and online marketing campaign results.
- Ensured brand consistency in social media messages and improved search engine optimization.
- Managed social media profiles and created event pages.
- Developed actionable plans to grow and maintain followers on various platforms.

2017-07 -
2018-05

Community Manager

Spark44, Mumbai

- Built and executed social media strategies through research, benchmarking, and audience identification.
- Generated, edited, and published daily content to foster community engagement.
- Optimized company pages on various platforms to increase visibility.
- Moderated user-generated content and managed editorial calendars.
- Analyzed social media metrics to drive improvements.

- Collaborated with media partners to manage campaigns and identify new opportunities.

2016-07 -
2017-06

Social Media Executive

ET-Edge (The Times of India Group):

- Created digital and social media strategies for various B2B conferences.
- Developed marketing content, analyzed campaign results, and maintained conference websites.
- Orchestrated end-to-end email marketing campaigns using Mailchimp, from list segmentation and content creation to delivery and performance analysis.
- Leveraged Mailchimp's automation features to create personalized email journeys, improving customer engagement and increasing open and click-through rates.
- Generated and analyzed Mailchimp analytics reports to track email campaign performance, providing actionable insights to refine future campaigns.
- Monitored online presence and engaged with users to strengthen customer relationships.
- Worked with department personnel to ensure brand consistency in social media messages.
- Engaged relevant influencers to increase brand awareness.

2015-11 -
2016-05

Sr. Associate - Social Media Marketing

Everymedia (Agency), Mumbai

- Managed social media launch campaigns for multiple Hollywood projects.
- Handled social media pages for a film production company.
- Participated in continuous improvement activities and maintained effective working relationships.

Digital Marketing Freelancer

Self, Mumbai

- Implemented result-driven marketing strategies for YouTuber Salil Jamdar & Co., focusing on increasing brand visibility, engagement, and subscriber growth.
- Managed monthly Social Media Ad spends for Neulife.com, an ecommerce site, and its associated brands, driving targeted traffic and optimizing campaigns for maximum ROI.
- Monitored and analyzed online trends, conversations, and innovations to optimize marketing strategies, ensuring alignment with industry best practices.
- Led web page redesign projects, utilizing Wordpress to create visually appealing and user-friendly interfaces that enhanced user experience and engagement.
- Utilized on-page and off-page SEO techniques to improve online exposure and organic search rankings, resulting in a significant increase of 100% in website traffic.
- Collaborated with cross-functional teams to diversify marketing strategies and revitalize social media presence, leveraging innovative approaches and formats to engage the target audience.
- Conducted comprehensive market research and competitor analysis to identify growth opportunities and develop data-driven marketing plans.
- Provided strategic guidance and recommendations to clients, aligning marketing efforts with their business objectives and KPIs.
- Developed compelling content, including blog articles and social media posts, to drive engagement and foster brand loyalty.

Education

2013-05 -
2016-05

**Bachelor of Mass Communication:
Journalism And Communication**
*School of Broadcasting And Communication,
Kumar - Mumbai*