

# RESUME

## Niyati Rout

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## SUMMARY

*Postgraduate with Management background working as a **digital marketing/online marketing** professional having 8 years of work experience in E-Commerce. Excellent understanding of **Digital marketing, PPC, Online Branding, Paid campaigns management, SEM, APP Installs, Google Analytics, Social media marketing, Marketplace Marketing**. Having good interpersonal, communication and presentation skills. Deep understanding of management concepts and tools.*

## PROFESSIONAL EXPERIENCE

**Company Name: Medlife International Pvt.Ltd**

**Company Profile: Healthcare & E-Commerce**

**Duration** : November 2017 – Present

**Designation** : Manager – Digital Marketing

Projects: 1. Medlife.com / Pharmeasy.in  
2. Labs Business (Diagnostics)  
3. OTC

## KEY RESPONSIBILITIES:

- Handling monthly budget of 4 Crore on Social Media (Facebook), Google Ads & UAC.
- Planning, executing digital strategy for driving successful campaign through digital marketing. Responsible for driving traffic and generating revenue through paid channels such as Social Media, Google AdWords & UAC.
- Managing performance campaigns on Facebook and AdWords with maintaining targeted ROI. Developing and implementing strategies to get new users & installs.
- **SEM:** Work with Compliance and Legal teams to ensure all PPC campaigns meet company guidelines, responsible for campaign structuring, budget management, daily bidding, keyword Analysis, analyze search volume. Write paid search copy, ensuring Brand guidelines met, for new ads and continually test and optimize existing ads
- **Facebook:** Experimenting with database and developing strategies (like Custom audience, Lookalike, Remarketing) to improve revenue on social media campaigns
- Paid promotions, New customer acquisition, App Install, Retaining the old customers, Budget allocation across campaigns, planning, campaigns creation, optimization
- **UAC:** Increasing Customer acquisition through app install campaigns simultaneously increase the conversions
- **Marketplace Campaigns:** Managing advertisement of private label products on Amazon.
- Expertise in making collaterals with the help of designing team
- Measure performance of digital marketing efforts using Google Analytics. Developed and supported SEM strategies using GA. Real time traffic, site content, landing pages, audience analysis, page views, bounce rate, exit percentage etc.
- Worked closely with Google team to avoid account suspension on AdWords as the business is related to health industry
- Co-ordinated with media agency for SEM, reviewed SEM campaign performance, recommended performance changes to produce desired search results.

**Company Name: Reliance Retail Limited (Footprint Division)**

**Company Profile: Retail & E-Commerce**

**Duration** : April 2015 – November 2017

**Designation** : Senior Executive – Digital Marketing

Managing digital budgets for paid campaigns in **Social Media Marketing, SEM (Bing & Google AdWords), Affiliate Marketing, Jio Chat** and improve performance of paid advertising in terms of driving sales and traffic to the website.

Projects: 1. [www.footprint360.com](http://www.footprint360.com)

2. Payless India (Social Media Marketing)

3. Reliance Footprint (Offline) (Social Media Marketing)

**Responsibility in [www.Footprint360.com](http://www.Footprint360.com)**

**1. Facebook Paid Marketing:**

- Single handedly handled average budget of monthly 18 - 20 lakhs on **Facebook advertising campaigns**. Developed paid marketing strategy and directed execution of CPS campaigns that resulted in 60% dropped down in effective cost per sales and effective cost per click by 78% over a year and drive traffic which is 51% of entire session of the website.
- Responsible for optimizing paid campaigns on daily basis, closely worked with creative, content and category team to avail the best result.
- Analyzing the sales report as per **Google analytics**.

**2. SEM (PPC) – Google Adwords & Bing**

- Managing implementation of **pay per click** strategies
- Creating ad copies that drive high click through rates.
- Managing Keywords for search engine optimization over Google adwords & Bing and bid for them.
- Creating & managing different types of Ads (**Search, Display, Re-marketing, Shopping**), Keywords management & bidding. Utilize bid management tools
- Creating online campaigns across all search engines that would deliver great results within the target ROI
- Work closely with Bing and Google Adwords team and handled monthly budget of 20 lacks. Developed search ads campaigns, ad groups, ad copy, keyword research, implementing PPC strategy and managing bidding.

**3. Affiliate Marketing**

- Worked with affiliate partners on CPV and CPS model and responsible for deciding the payout structure for each partners.
- Updating them with the banners, landing page, coupon code, offers and promotion on weekly basis.
- Monitoring of performance on daily basis in terms of traffic generated and order placed on GA.

**4. Jio Chat Advertisement**

- Closely worked with Jio Chat team for advertising products on Jio Chat platform to create a brand awareness and educate the customer about the offer and ensure that our new/different merchandise are showcased to customer

## SOCIAL MEDIA MARKETING - PAYLESS INDIA

- Successfully spearhead paid campaigns on Social media platforms including **Facebook and Instagram** for Payless India.
- Managing social media planning for execution of marketing strategies and developed online marketing paid campaigns, driving brand awareness and redirect traffic to website footprint360.com/payless brand page.
- Monitoring paid campaigns and circulating social media performance report on monthly basis.

**Company Name: Suksh Technology Pvt. Ltd (www.100bestbuy.com)**

**Company Profile: Ecommerce**

**Duration** : Aug 2013 – Jan 2015

**Designation** : Senior Online Marketing Executive

### KEY RESPONSIBILITIES:

- Handling 3 divisions for the organization.
- Managing **SEM** (Google Adwords) and **Social media marketing** (Facebook) And **DSPs** as an Advertiser for company.
- My responsibilities includes, Online marketing, Pricing research, Social Media Marketing, Search Engine Marketing ,Email marketing, Branding & Promotions and many activities like working on banners and LPs.
- **Facebook:** Generating lead and driving sell for company on Facebook ads manager. Managing campaigns, driving sales, product promotion, responsible for branding.
- Managing implementation of **pay per click** strategies
- Creating ad copies that drive high click through rates.
- Managing Keywords for search engine optimization (over adwords) and bid for them.
- **Google Adwords** - creating & managing different types of Ads (search, display, re-marketing, PLA), Keywords management & bidding. Utilize bid management tools
- Creating online campaigns across all search engines that would deliver great results within the target ROI
- **Google Analytics** - Real time traffic, site content, landing pages, Audience analysis, pageviews, bounce rate, exit percentage etc.

## EDUCATIONAL QUALIFICATION

**Post Graduate Program in Management**

**2012**

**Dual Specialization: Marketing & Finance**

Centre for IT and Management Education, Bhubaneswar. Odisha

**Bachelor of Business Administration**

**2010**

Utkal University, Bhubaneswar. Odisha

### Personal Profile

**Date of Birth** : 18th.July.1989  
**Nationality** : Indian  
**Permanent Address** : Shukla Colony, Post-Khariar, Dist-Nuapada.Odisha  
**Marital Status** : Married

I hereby declare that all the above information is true and best of my knowledge.

**Date:**  
**Place:** Bangalore

(NIYATI ROUT)