

RITU GAUTAM

Professional Summary

Digital Marketing and Customer Support Management (CSM) professional with 4.5+ years of work experience. I've served clients with high-quality Business Promotion, Innovative Ideas, and Results in Performance Marketing, Content Research, Post Creation, Brand Promotion, and Online Reputation Management.

Work History

Hindustan Wellness (Dec 2022– Present)

Project – Hindustan Wellness (In- House)- Performance Marketing

Designation – Digital Marketing Lead

Responsibilities:

- The aim is to generate high ROI and high-quality leads for the company with the help of Paid Marketing Strategy.
- Develop, Execute, and Manage Online Marketing/Remarketing campaigns on Facebook.
- Coordinate with internal teams for retrieval and analytics of the data set for better business decisions related to marketing.
- Research and curate content on the competitive website, share reference posts with graphic designers and instruct them on how to design a post according to the latest trend and Company's theme.
- Manage marketing/business-related queries on the ORM platform on a daily basis.
- Worked on Data analysis to formulate reports and analyze campaign outcomes on an ongoing basis including changes in budget and strategies to get better ROI.
- Audit Calls, Track data and share the feedback with the Sales team regarding "Leads and Booking ratio".

Redcliffe Labs (Oct 2021– Nov2022)

Project – Redcliffe Labs (In House) - Paid Social Media Marketing

Designation – Digital Marketing Executive

Responsibilities:

- The aim is to generate the lead for the company with the help of Paid Marketing via Facebook, Instagram, and SMS Marketing.
- Research and curate content on the competitive website, share reference posts with graphic designers and instruct them on how to design a post according to the latest trend and Company's theme.
- Run Paid Campaigns on Facebook, Instagram, and SMS marketing on Ads Manager, CRM, and 2 Factor.
- Deeply campaign optimization, including change in budget and strategies to get better ROI.
- Track the campaign record and deep analysis of data as per budget, source-wise, city-wise, and comparison of data on Meta base.
- Audit Calls, Track data and share the feedback with the Sales team regarding "Leads and Booking ratio".
- Create the ROI and Budget Paid Marketing report daily and weekly.

gautam.ritu10@gmail.com

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Education

- B. Tech (Electronics and Communication)
Sharda University -2014
- SSC 12th (CBSE)
Vivekananda International School,
Patparganj-2010
- HSC 10th (CBSE)
St. Joseph's Academy, Savita Vihar-2008

Strength

- Commitment towards any job assigned and can manage a team to ensure optimum results.
- Confident and determined.
- Ability to cope with different situations.
- Interpersonal and teamwork skills with an ability to grasp new concepts.

Training

Training at **BHEL** (Bharat Heavy Electronic Limited)

Duration: 6 weeks (2012-2013)

Skills

- MS Office (Word, PowerPoint, Outlook, Excel)
- Canva
- Business-suite
- Ads Manager
- Metabase
- CRM
- Google Tag Manager
- Google Analytics.

Certification

Google Certification Course- The Fundamentals of Digital Marketing.

Defodio Digital (Nov 2020– May 2021)

Project - Worked at **Defodio Digital** – A Digital Marketing Agency, on a Fun88 Client's Project.

Designation – **Social Media Executive**

Responsibilities:

- Help Social Media Managers in Strategizing and optimizing the social media content and posting them on all social media platforms as per the slot decided.
- Research and curate content on the competitive website, share reference posts with graphic designers and instruct them on how to design a post according to the latest trend and Company's theme.
- Run Sponsored Ads on Facebook/Instagram.
- Optimize Social Media content that helps to build their brand, and user engagement, promote business, and drive website traffic via social media platforms including Facebook(groups), Twitter, Quora, WhatsApp(groups), Telegram(groups), and Instagram.
- Track certain groups like WhatsApp groups, Telegram groups, and Facebook groups and manage the interaction of users' queries.
- Create daily and weekly reports for the client and manager of the entire day post uploaded.

PC Solutions Pvt Ltd. (American Express) (Oct 2018–Aug 2019)

Project - Worked at American Express Office, on the payroll of **PC Solutions** Company on an MDM (Mobile Device Management) Mobility project.

Designation – **Mobility Support Engineer/L2**

Responsibilities:

- Troubleshoot and resolve (BYOD and COD) mobile device problems related to American Express Applications and portals, Email, Contacts, Calendar, Data, and Carrier issues.
- Provided Mobile Device Management (MDM) support to over 30,000 Mobile devices.
- Blackberry Enterprise Server configuration, administration, and Maintenance.
- Create content and design Invitations for live Events and Campaigns Visited for American Express Users and other clients, where I've worked on tools like Canva, and Grammarly, PowerPoint for content and designing.
- Collect tools, software, applications bugs, their final reports, and results along with their fixes and at last, compile them to create an official Notice and circulate them in American Express Offices to provide them with good user experiences.

Accenture Company (Google Office) (Aug 2017-July 2018)

Project - Worked at Google Office, on the payroll of Accenture Company on Google Play store and hardware project.

Designation- **Process Associate**

Responsibilities:

- Support US and UK-based customers over emails and chats.
- Troubleshoot Pixel (Google) devices.
- Deliver customer information about order management, delivery, and tracking orders.
- Customer Enquiry-related presales and post-sales queries of Google products/Items.