



SANJAY KUMAR

Digital Marketer

Profile

Experienced and result-driven Digital Marketer with expertise in SEO, SEM, social media, content, and email marketing. Skilled in data-driven optimizations, creative engagement, and building brand visibility. Committed to staying updated with the latest trends and technologies.

Contact

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Education

Bachelor of Business Administration (BBA) in Marketing

Delhi University, New Delhi
2016

Certifications

- ❖ Google Ads Certification
- ❖ HubSpot Inbound Marketing Certification
- ❖ Facebook Blueprint Certification

Experience

Jan 2019 - Present

Prime Digital Solutions, New Delhi

Digital Marketing Manager

Orchestrated strategies for 30% traffic growth and 5:1 ROAS through Google Ads and social campaigns. Boosted organic search rankings by 40%.

Jul 2016 - Dec 2018

Innovative Tech Solutions, Gurgaon

Digital Marketing Specialist

Led 50% website traffic increase, managed social channels with 30% growth, and optimized email campaigns with 25% higher open rates.

Skills

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing and Advertising
- Content Marketing
- Email Marketing
- Google Analytics and Marketing Analytics
- Marketing Automation
- A/B Testing and Conversion Rate Optimization
- Creative Content Creation
- Branding and Campaign Development