

ADITYA MAHARAJ

SENIOR DIGITAL MARKETER

CONTACT

Phone: +91 6203021299

Email: maharajaditya7766@gmail.com

Home Town: Bhuli Dhanbad, 828104

LinkedIn: www.linkedin.com/in/adityamaharaj

PROFESSIONAL EXPERIENCE

Bitsphere Infosystem Pvt Ltd, Ranchi, Jharkhand Senior Digital Marketer

May 2023 - Present

- **Team Leadership & Strategy:** Lead the digital marketing team, create strategies, and execute campaigns. Train interns and mentor junior team members in social media marketing and digital marketing to build a high-performing in-house team.
- **Paid Advertising:** Create, manage, and optimize Meta Ads and Google Ads for various clients, brands and products.
- **Ad Copywriting & Content Writing:** Create compelling ad copies, landing page content, and proposal documents to enhance conversions.
- **Social Media Management:** Handle Facebook & Instagram pages for clients, ensuring growth, audience engagement, and brand visibility.
- **Video Scripting & Voiceover Writing:** Write scripts for promotional and explainer videos, ensuring engaging storytelling.
- **SEO & Local SEO:** Optimize websites and Google My Business (GMB) listings to improve search rankings and visibility.
- **Marketing Funnel Implementation:** Develop and execute TOFU, MOFU, and BOFU strategies for lead generation and conversions.
- **Tracking & Analytics:** Implement GTM, Meta Pixel, Google Analytics, Conversion API, and UTM tracking to monitor user behavior and ad performance.
- **Performance Optimization:** Analyze campaign metrics and make data-driven adjustments to improve ROI, Lead quality and conversion rates.
- **Reporting & Insights:** Generate detailed ad campaign reports covering reach, impressions, total leads, amount spent, CPC, and CPR, along with social media insights reports to track engagement trends and optimize performance.

Ontech Global IT Solution, Dhanbad Jharkhand Digital Marketing Executive

Dec 2021 - Dec 2022

- **Ad Campaigns:** Managed and optimized Meta & Google Ads campaigns for various clients.
- **Social Media Optimization:** Handled and maintained social media pages to improve audience engagement.
- **Creative Design:** Designed ad creatives for better engagement and conversions.
- **Client Consultation:** Assisted clients in digital marketing strategies to help grow their business.
- **SEO & Analytics:** Conducted basic SEO strategies and tracked ad performance for campaign improvements.

EDUCATION

B.A (ENG HONS.) – VBU University HAZARIBAGH

2020 – 2023

I.SC (12th) – RAJGANJ INTER COLLGE DHANBAD

2018 – 2020

MATRIC (10th) – KSCS BERMO BOKARO

2018

KEY SKILLS & EXPERTISE

- Paid Advertising
- Ad Copywriting & Content Writing
- Video & Voiceover Scripting
- SEO & Local SEO
- SMO & SEM
- Marketing Funnels & Campaign Strategy
- Performing marketing Strategy
- Tracking & Analytics Tools