

SAGRIKA PALIWAL

DIGITAL MARKETING MANAGER, BENGALURU

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OBJECTIVE

To be involved in work where I can utilize skill and creatively involved with a system that effectively contributes to the growth of organization.

HIGHLIGHTED SKILLS

- Project Management
- Social Media Marketing
- Google Adwords
- Google Analytics
- Campaign Management
- Content Creation (Videos,Blogs,Graphics)
- Copy Writing
- Search engine Optimization
- Wordpress Management
- Graphic designing
- Team Leading
- Email Marketing
- Influencer Marketing
- Video Marketing
- Client Relationship
- Media Planning
- Community Management
- Event management

CERTIFICATES & ACHIEVEMENTS

- Completed Digital Marketing training from Cheeron's Institute, Bangalore
- Certified by Techdefence - Hacktrack national level workshop.
- State level gold medalist in Taekwondo.

HOBBIES

- Traveling
- Content Creation
- Photography and Filming

PREVIOUS EDUCATION

Shri Ram Institute of Science & Technology, Jabalpur,Madhya Pradesh

B. E IN COMPUTER SCIENCE, 2016

- Maintained a 9.06 SGPA (Final Semester)
- Maintained a 7.75 CGPA
- Managed several events

Assembly of God Higher Secondary School, Jabalpur,Madhya Pradesh

HIGH SCHOOL,CLASS OF 2012

- Passed with 67.8%
- PCM Stream

WORK HISTORY

(6+ Years)

Director of Social Media Marketing

VARCAS INTERACTIVE

FEB 2022 TO PRESENT

Digital Marketing Specialist

CILA LABS

MARCH 2021 - Feb 2022

Digital Marketing Manager

VARCAS INTERACTIVE

APRIL 2019 TO MARCH 2021

Digital Marketing Executive

SOCIAL DNA LABS

JULY 2018 TO APRIL 2019

Digital Marketing Executive

GO SITER TECHNOLOGIES

JAN 2017 TO JAN 2018

Digital Marketing Intern (Internship)

DATA AEGIS SOFTWARE SEPTEMBER 2016

TO DEC 2016

ROLES & RESPONSIBILITIES

(Current Organization)

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate