



ALKA BISHT

Digital Marketing Specialist

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SUMMARY

Results-driven Marketing & Client Success Professional with 4.5+ years' experience managing client accounts across the UK, Canada, and USA. Skilled in building strong client relationships, optimizing digital marketing campaigns (Facebook Ads, Google Ads, SEO), creating content calendars, and driving revenue through upselling. Proficient in Canva Pro, CapCut, InShot, Mailchimp, and Meta Business Suite with expertise in content management, analytics, and strategic communication.

SKILLS

- Content Strategy and Development
- Social Media Marketing
- Branding and Employer Brand Enhancement
- Copywriting and editing
- Team Leadership and Mentorship
- SEO and Keyword Optimization
- Analytics metrics
- Paid advertising
- Email marketing campaigns
- Community Engagement
- Video Shoots
- Testimonial Shoots
- Affiliate Marketing
- Client Relationship Management

WORK EXPERIENCE

Affiliate & Social Media Marketing Strategist, Feb 2025 - Sep 2025

AfterPullback

- Recruit, onboard, and manage affiliate partners to expand referral network and sales channels.
- Optimize affiliate performance through commission structuring, creative assets, and A/B testing.
- Track, analyze, and report on affiliate KPIs (traffic, conversions, ROI) using analytics dashboards.
- Coordinate cross-channel campaigns (SEO, email, content, paid media) to drive traffic and engagement.
- Conduct competitive and market research to identify new opportunities and trends.
- Create and manage content calendars for blogs, landing pages, email campaigns, and lead magnets.
- Write and optimize SEO-driven content to increase organic visibility and search rankings.
- Monitor content performance using Google Analytics, Search Console, and

- SEMrush.
- Recommend new tools, platforms, or tactics to stay ahead in competitive digital spaces.

CONTENT & DIGITAL MARKETING SPECIALISTS, April 2023 - Jan 2025

AMK Global Group

- Responsible for publishing and community management across LinkedIn, Twitter, Facebook, Instagram, and YouTube, increasing engagement by 30% in 4 months
- Developed and managed a social media content calendar, ensuring brand consistency and timely delivery of content
- Edited social media posts for campaigns aligned with brand guidelines and messaging, ensuring high-quality delivery
- Monitored brand security across social channels, promptly flagging and mitigating risks
- Tracked and analyzed social media KPIs, providing actionable recommendations to optimize performance
- Supported paid social media strategies and execution on LinkedIn, Meta, and Google Ads, contributing to successful campaigns
- Delivered weekly, monthly, and quarterly analytics and social media performance reports, building dashboards and deriving insights to enhance campaigns
- Communicated effectively with clients for campaign planning and reporting, maintaining strong relationships

CONTENT & SOCIAL MEDIA MARKETING MANAGER, Feb 2022 - April 2023

AMK Global Group

- Supported the execution of digital marketing campaigns that resulted in a 10% increase in lead generation through improved targeting and optimization
- Managed website content updates, optimized blog posts for SEO, and improved organic search rankings, significantly enhancing the company's digital presence
- Collaborated on email marketing campaigns, which contributed to a 25% increase in open rates through strategic content development and segmentation
- Collaborated with stakeholders and UX teams to provide actionable insights from social media analytics, ensuring business relevancy

CONTENT & SOCIAL MEDIA SPECIALIST, Aug 2021 - Jan 2022

Conexus Network Solutions Pvt Ltd.

- Worked closely with marketing teams to create compelling copy for campaigns, resulting in enhanced brand messaging and improved customer retention
 - Worked on keyword research and SEO best practices to improve content discoverability and increase organic traffic
 - Developed engaging content for digital platforms, driving audience engagement and increasing website traffic by optimizing for SEO
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CONTENT WRITER & SOCIAL MEDIA ASSISTANT, May 2021 - Aug 2021

RG Media Services LLP

- Assist in developing and implementing social media campaigns and strategies.
- Conduct research on industry trends, audience preferences, and competitor activities.
- Suggest creative ideas for new posts, campaigns, or content formats.
- Develops engaging and high-quality content, including blogs, articles, and social media posts, tailored to target audiences.

WEB CONTENT SPECIALIST, Feb 2021 - April 2021

Applanding. page

- Obtained copyrights for completed work using established procedures.
- Revised written output to satisfy needs of clients, directors or publishers.
- Managed multiple content projects simultaneously, adhering to strict deadlines.
- Collaborated with the marketing team to create compelling copy for email campaigns, increasing open rates and engagement.

CONTENT WRITER, Nov 2020 - Dec 2020

HUMCEN

- Developed advertising plans for timely and successful market entry.
- Conducted thorough research to produce informative and accurate articles on diverse topics.
- Developed keyword-rich SEO articles to promote brand awareness and improve organic search rankings.
- Researched industry trends and topics to create relevant, informative content.
- Utilized content management systems to publish and update web content efficiently.

CONTENT EDITOR /MARKETING COPYWRITER, Oct 2020 - Oct 2020

TechGeekers

- Analyzed web analytics data to identify areas where improvements could be made in terms of user engagement with content pieces.
- Responded promptly to customer inquiries posted on social media channels relating to company-related content pieces.
- Developed scripted ad content to enhance client marketing strategies.
- Prepared, rewrote and edited copy to improve readability.
- Provided editing, fact-checking and proofreading for various articles.

EDUCATION

Graphic Era Hill University, Expected in July 2026
MBA: Marketing Management (Distance Learning)

Graphic Era Hill University, Jan 2021
Bachelor of Business Administration

PORTFOLIOS

<https://www.linkedin.com/in/alka-bisht/>
<http://thetrueheal.com/>
<https://www.quora.com/profile/Alka-Bisht-19>

CERTIFICATIONS	<ul style="list-style-type: none">• Advance Digital Marketing, IIM SKILLS• Fundamentals of Digital Marketing, Internshala• Advance Google Analytics, Google• Content Marketing, IIM SKILLS & Hubspot• Email Marketing, Hubspot• Google Ads Search, Skillshop
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PROJECTS	Freelancer Writer & SEO Expert for IT Company Guest Blogger at IIM SKILLS
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ACTIVITIES AND HONORS	Content on Quora (98.8K content views 2.5K this month) Written Articles for Times of India
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