

# SAMEER SHUKLA

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## Professional Summary

Accomplished Digital Marketing with proven success in driving sales and early adoption of emerging technologies and platforms. Expert in managing relationships with high-profile clients and translating marketing and advertisement needs into results-driven strategies.

## Work History

**Lead Generation Manager** 02/2024 to Current

**Freelance** – New Delhi

- Exceeded sales targets consistently with a proactive approach to lead generation and project management.
- Assisted in the development of compelling landing pages for online marketing campaigns, resulting in improved conversion rates.
- Collaborated with marketing team for successful promotional events, leading to higher revenue generation.

**Industrial Relations Head** 02/2024 to Current

**Sharda University** – Greater Noida

- Self-motivated, with a strong sense of personal responsibility.
- Worked effectively in fast-paced environments.
- Skilled at working independently and collaboratively in a team workflow.

**Digital Marketing Specialist** 07/2023 to 05/2024

**SkillCircle(TM)** – New Delhi

- Apprenticeship - Developed skills with different digital marketing tools.
- Collaborated with cross-functional teams to develop integrated marketing plans that included both traditional and digital channels.
- Implemented new strategies to improve click-through rates and conversion.

**SEO & SMM Expert** 04/2023 to 03/2024

**GhatakNews** – New Delhi

- (Part-time) Worked flexible hours across night, weekend, and holiday shifts.
- Demonstrated strong organizational and time management skills while managing multiple projects.
- Used critical thinking to break down problems, evaluate solutions and make decisions.

**Digital Marketing Specialist** 01/2023 to 12/2023

**ThunderCult** – New Delhi

- Worked Full-time (Hybrid) in Creating content strategies for digital media.

- Monitored digital marketing analytics, identifying trends and making data-driven adjustments to improve performance.
- Created compelling visual assets for use in social media posts, email newsletters, blog articles, and other digital communications materials.

Digital Marketing Executive05/2022 to 11/2022

Revenue Synergy LLC. – Noida

- Planned and executed websites over wordpress, database marketing and social media advertising campaigns.
- Increased website traffic by implementing search engine optimization strategies and keyword research.
- Created email blast campaigns to target key customers.

Skills

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Google Ads	Meta Ads
Lead Generation	SEO & SMO
Social Media Marketing	Website Designing
Advertising	Brand Awareness
Email Marketing	Marketing Project Management
PPC	Content Creation
Google Analytics	Search Engine Marketing (SEM)
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Education

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Bachelor of Business Administration: International BusinessExpected in 05/2026

SHARDA UNIVERSITY - Greater Noida, UP

Certifications

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- Google - Google Analytics Certification, Google Ads Display Certification, Google Ads Search Certification, Google Analytics for Beginners, Google Tag Manager Fundamentals
- SkillCircle - SkillDegree in Digital Marketing
- HubSpot Academy – SEO, Content Marketing, Social Media Marketing
- SEMrush - SEO Crash Course with Brian Dean
- Forage - RedBull On-Premise Sales Job Simulation
- Great Learning - Digital Transformation, Graphic Designing, Introduction to Digital Marketing, Video Editing Basics