

P Trupti Dora

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PROFILE SUMMARY

Dynamic **digital marketer** with over **3.8 years of experience** and a proven track record in **Digital Marketing**. Continuous learner and up-to-date on marketing trends. Eager to leverage my expertise for business success of the organization.

SKILLS

Technical Skills: SEO, Paid Ads, Email Marketing, and Content Writing

Languages: HTML and CSS

Tools: Microsoft Office, Jira, Webmaster tools, Google Merchant Center, Google Tag Manager, Google Ads, Facebook Manager, Ubersuggest, Ahrefs, SEMrush, Moz, Hootsuite, BuzzSumo, Screaming Frog, SendGrid, and Tableau

CMS: WordPress

Soft Skills: Communication, Presentation, Problem-solving, People Management, and Stakeholder Management

PROFESSIONAL EXPERIENCE

Focus Softnet | Digital Marketing Consultant

Sept 2023-May2025

Products: FocusX-ERP software, CentraCRM software, and CentraHCM software

- Planned and executed **SEO (Technical, On-page and Off-page), Google Ads, and Email Marketing Campaigns**.
- Provided recommendations and actionable insights to dev teams.
- Worked closely with cross-functional teams (marketing and sales team) to align **marketing strategies** with **business goals and budget**.
- Leveraged analytics tools to **identify KPI metrics**.
- **Monitored and analyzed MQLs** – website traffic, impressions, clicks, CTR, users, new users, software directories, direct calls, WhatsApp enquiries, web chat, Brochure download, email message, and qualified leads.
- Prepared **Monthly Performance Reports** to identify opportunities for optimization and growth.
- Collaborated with content team to develop **SEO-friendly content**, which resulted in **generate 750+ leads** in span of 1 year.
- **Prepared Documentation and PPT** for Website Migration.
- Improved online presence, generated traffic, and increased leads generation.

Softnet Technoware Pvt. Ltd. | Digital Marketing Specialist

Aug 2022-Jun 2023

Projects: Posiflex POS and TSC Barcode Products, Place2Shop, Mahodadhi Homes, and Harmony Therapy & Wellness Center

- Lead and mentored SEO Team.
- Managed and implemented **Email Campaigns, Google Ads Campaigns, and Social Media Advertisements**.
- Interacted with stakeholders to understand their **business objectives**, target audience, and competitive landscape.
- Monitored **sales and marketing funnels** and analyzed **campaign performance metrics**.

AlgoPage | Digital Marketing Executive

Jul 2021-Jul 2022

Projects: BeKeto, Heaven of Joy, Pooja Physiotherapy, & Kenya Finest Tours and Safari

- Planned and executed **SEO, Social Media Marketing, and Online Reputation Management (ORM)** campaigns
- Monitored key **SEO metrics** and **social media insights** – followers and engagement rate.

ReflektVisual Pvt. Ltd. | Process Executive

Mar 2021-Jul 2021

- Developed and implemented backlink and **link-building strategies**.
- Planned and executed **Quora Marketing**.

Apprentice

Bharat Sanchar Nigam Limited (BSNL) | Apprenticeship

2017-2018

- Collected feedback from customers, retailers, and franchise partners.
- Understood pain-points to improve customer experience and service.

EDUCATION

Silicon Institute of Technology / Bachelor in Electronics and Communication

2013-2017

- Prepared marketing strategy for a hairfall control product in an Entrepreneurship Development project

CERTIFICATION

- Advanced Digital Marketing and Communication | MICA | 2024 - 2025
- Google Ads | Google Digital Garage | 2024
- Google Analytics | Google Digital Garage | 2024
- Fundamental of Digital Marketing | Google Digital Garage | 2024