

# SOBHIT BADOLA

## DIGITAL MARKETING PROFESSIONAL

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### SUMMARY

Results-driven digital marketing professional with over 4+ years of experience specializing in SEO, Social Media Management, and Google Platform tools. Proven ability to optimize online presence, execute effective campaigns, and drive engagement and conversions. Skilled in creating & managing digital ads, and leveraging analytics to achieve business objectives.

### TECHNICAL SKILLS

- Search Engine Optimization (SEO): On-page and off-page strategies.
- Social Media Marketing: Campaign planning, ad management, and ads performance optimization
- Google Platforms: Proficient in Google Analytics, Google Ads, and related tools.
- Content Management: Website design and management on WordPress. Email
- Marketing: Campaign creation and monitoring.
- Strong communication, quick learning, and decision-making abilities.

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Executive

Ophtechincs Unlimited | Gurgaon, Haryana

August 2021 - Present

- Implemented SEO strategies to boost website rankings and organic traffic.
- Designed and managed the company's website using WordPress.
- Executed successful email marketing campaigns to generate leads and maintain client relationships.
- Developed and managed social media to enhance brand visibility.
- Analyzed and monitored performance using Google Analytics and AdWords to optimize ROI.

#### SEO & Social Media Executive

Contizant Technologies |

Gurgaon, Haryana

September 2020 - August 2021

- Conducted on-page and off-page SEO to improve search engine rankings.
- Managed social media platforms, enhancing engagement.
- Created tailored Social Media plans to align with daily objectives.
- Optimized campaigns through Google Ads and other analytics tools.

#### SEO Executive

Arganshe Pvt. Ltd. (BIOAYURVEDA BRAND) | Delhi

October 2019 - June 2020

- Performed SEO and social media marketing for beauty and herbal products.
- Planned and monitored the company's Organic Reach through SEO Activities.
- Performed Keyword research.
- Collaborated with teams to drive e-commerce growth and sales.

## EDUCATION

- Certification in Digital Marketing | DIDM, Kalkaji, New Delhi
- Bachelor of Business Administration (BBA) | Institute of Hotel Management Studies Senior
- Secondary Education (12th) | C.B.S.E Board
- High School (10th) | C.B.S.E Board

## ADDITIONAL INFORMATION

- Date of Birth: March 5, 1996
- Marital Status: Single
- Languages: English, Hindi
- Hobbies: Travelling and Playing games