

DIVYA SRIVASTAVA

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EDUCATION

Bachelor of Technology
(B.Tech)

Abdul Kalam Technical
University
2008-2012

SKILLS

- Digital Marketing
- Email Marketing
- Blog Posting
- SEO
- Image Designing
- Content Marketing
- Lead Generation
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Inbound Marketing
- Team Management
- Performance Marketing

CERTIFICATION

-Google Ads Certification
-Klaviyo Certification

CAREER OBJECTIVE

Highly qualified digital marketer with 5+ years of experience in multiple marketing disciplines, search engine marketing (SEM), and email marketing etc. Quick learner and enjoys being a part of a successful and productive team as well possess a strong ability to perform individually

WORK EXPERIENCE

Email Marketer

July 2022- 2024

Cedcoss Technology | Lucknow

- Executed end-to-end email campaigns by implementing the marketing automation workflows, campaigns which resulting in a 70-80% improvement in lead nurturing and a substantial increase in revenue from email channel
- Handled high-performing email marketing team to execute comprehensive campaigns, boosting customer engagement
- Implemented A/B testing and segmentation strategies to optimize engagement and enhance customer communication

Digital Marketer (Freelancer)

Dec 2021 - Jan 2023

Brainbean Technologies | Gujrat

- Optimized digital marketing initiatives encompassing SEO optimization(On Page & Off Page), social media management, email marketing, and content creation.
- Done Competitive analysis - Viewing top competitor sites for target keywords. Analyzing backlinks and outbound links and strategies used to gain traffic
- Performed Keyword analysis using Google Adwords Keyword Tool & Keyword Planner
- Measure site traffic, identify and evaluate new digital technologies and optimize marketing campaigns, email marketing, social media, and display & search advertising using web analytics tools(**Google Analytics, SocialMention**)

Email & Social Media Marketer (Freelancer)

Quvom | Bangalore
AHSS | Pune

Mar 2019- Apr 2022

- Optimized all email campaigns by implementing the automation workflows & newsletter campaigns
- Created social media calendar and posted on all social media channels like Facebook, Twitter, Instagram etc.
- Created social media campaigns according to services & run those campaign on Facebook .

TOOLS

- SEMrush, MOZ, Aherfs
- Google Adwords
- Acquisio (Bid Management Tool)
- Devhub (Landing Page Creation Tool)
- Adobe Photoshop, Canva, GlorifyApp (Image Designing Tool)
- Salesforce (CRM Tool)
- LinkedIn Sales Navigator, Lead Squared (Lead Generation Tool)
- Hootsuite, Buffer, Sprout Social, Hubspot, SEMrush, OptinMonster
- Klaviyo, Privy, Omnisend, MailerLite, Mailchimp - Email Marketing Tools

LANGUAGES

- ENGLISH
- HINDI

LOCATION

- LUCKNOW

Research Analyst

Jun 2019- Dec 2019

CGVIZ Studio | Kanpur

- Find out the competitors for 3D Animation Websites & their products
- Prepared the list of Directors & others with their email id for managing the 3D Animation companies
- Created the full strategy plan by using the Microsoft powerpoint, Excel and other tools.

Campaign Manager

Apr 2017- Feb 2019

WIPRO | Pune

- Implemented successful PPC campaigns for a diverse portfolio of projects, managing budgets, conducting keyword research, and optimizing ad creatives which leads to improvement in click-through rates & resulting in increased lead generation and client satisfaction
- Handled the dynamic team in executing PPC strategies across multiple projects, driving impressive ROIs and exceeding client expectations and implemented advanced analytics and A/B testing
- Created Landing Pages with visually effective designs using **Devhub Tool** & managed all the projects on **Acquisio Tool** with all tracking & tracing features
- Worked on **Salesforce Tool** as CRM for client communication & client inquiries & also maintained the relationship between the sales team

Sr. Digital Marketing Executive

Dec 2015- Jan 2017

SUMA SOFT | Pune

- Managed all SEO optimizations, social media campaigns, and email marketing initiatives, Blog Posting, Content Marketing & Search Engine Marketing, Lead generation
- Optimized online adverts to increase company and brand awareness through Google Adwords, Facebook, Twitter & LinkedIn
- Created Social Media Calendar according to products/services scheduled the posting through **Hootsuite** & drove website traffic and acquire leads

SEO & SMO

July 2013- Oct 2014

Truelymarry.com | Kanpur

- Executed result-driven SEO strategies, conducting keyword research, on-page optimization, and link-building initiatives. Achieved a 70-80% increase in organic search traffic, elevating website visibility and improving search engine rankings. Done social media posting on all social media channels.