



JYOTI SRIVASTAVA

Deputy Manager

Results-driven Digital Marketing and Social Media Deputy Manager with 10+ years of experience in paid ads, social media, and SEO for national and international clients. Expertise in managing ₹5-10L/month budgets and delivering measurable results in traffic growth, lead generation, and sales. Strong in team leadership, client management, and leveraging digital tools to maximize ROI.

Work Experience

Availability: **Immediately**



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Noida



CERTIFICATES

- Google Analytics
- Google Search Ads
- Semrush Analytics certificate
- Facebook boost certificate



PORTFOLIO

CREATIVE COMPETENCY
CASE STUDIES



CORE COMPETENCIES

- Social Media Management (Facebook, Instagram, LinkedIn, Twitter)
- Paid Advertising (Facebook Ads, Instagram Ads, Google Search Ads)
- SEO & SEM (Keyword Research, Backlinking, Google Analytics)
- Performance Marketing (Campaign Management, Conversion Optimization)
- Data-Driven Strategy (Google Analytics, Semrush, Data Studio)
- Client & Team Management
- Content Marketing & Strategy
- ORM Management



ACHIEVEMENTS

- Increased organic search traffic by 78% through a well-executed SEO strategy for a key client within 6 months.
- Worked on the LIVE WAF - World Auto Forum event and successfully managed on-site digital marketing campaigns.
- Handled social media for a live cricket league (SPL), contributing to a 90% boost in follower engagement.
- Won Employee of the Month multiple times for exceptional performance and project delivery.



Present- Performance Marketing Professional Growth School

- Actively pursuing advanced training in performance marketing, focusing on data-driven strategies, campaign optimization, and paid media. AI Tools & Automation Expertise



Nov 2013- Oct 2023



Elixir Web Solutions



Deputy Manager- SMO

- Managed ₹5-10L/month advertising budgets across multiple digital marketing channels.
- Led social media campaigns for over 50 clients, optimizing for engagement, lead generation, and brand awareness.
- Achieved average monthly traffic growth of 70% and increased sales leads by 40% across key accounts.
- Planned and executed digital marketing strategies, including SEO, SEM, and paid campaigns for national and international clients.
- Developed and implemented innovative strategies to optimize campaigns, driving better performance and maximizing ROI for clients.
- Spearheaded collaboration with cross-functional teams (Design, SEO, PPC) to ensure smooth workflow and timely delivery of client projects.
- Provided detailed performance reports using Google Analytics, Data Studio, and SEMrush to monitor KPIs and optimize campaigns.



Sep 2012- 2013



Dimension India Pvt. Ltd.



SEO Executive

- Conducted on-page and off-page SEO activities, resulting in a 60% improvement in organic search rankings.
- Developed and implemented keyword strategies, leading to a 40% increase in organic traffic for key client accounts.
- Handled backlink strategies, directory submissions, article postings, and Google My Business optimization.
- Coordinated with the content and design teams to optimize website content for SEO best practices.



Education

Raj Kumar Goel Institute of Technology - B.Tech

Availability: **Immediately**



Tool

- Google Analytics
- Meta Business Suit
- Microsoft clarity
- Chatgpt & other AI tools
- Data Studio/ Spout Social
- Talk Walker/Facelift
- Simplified
- Keyword planner
- Hootsuite/Semrush
- Brandwatch

CLIENTS HANDLED



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