

# Jayprakash Upadhyay

## Senior Digital Marketing Executive

### Contact Details



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### Object

To achieve success in the field of digital marketing and grow with the organization, Highly motivated and eager to learn new things, Ability to produce best result in pressure situation, Ability to work as individual as well as in group, Positive attitude towards most things.

### Skills



- Keyword Research & Analysis
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM/PPC)
- Social Media Marketing (SMM)
- Google Analytics
- Google Search Console
- Graphic designing (canva)

### Work Experience



#### Senior Digital Marketing Executive

September 2020 - Present

PAS Ventures PVT. LTD. Bangalore (K.A)

- Create, manage, and track marketing campaigns.
- optimize content for websites and blogs, including posting new content
- Collaborate with designers to improve user experience
- Manage Paid Ads on Google and Facebook.

January 2019 - June 2020

**Victor Chasex PVT. LTD. (Networkers Home) Bangalore (K.A)**

**Digital Marketing Manager**

- Plan and execute all digital marketing, including SEO/SEM, marketing , social media campaigns
- Design, build and maintain our social media presence
- Plan, execute, and measure experiments and conversion tests
- Identify trends and insights, and optimize spend and performance based on the insights
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages

February 2016 - December 2018

**Digital Marketing Executive**

**Buzz Konnect Raipur (C.G)**

- Devising and implementing the organization's digital marketing strategies
- Ran several social media campaigns and Google Adwords campaigns
- Handling SEO on-page and off-page
- Increased brand awareness through creation and management of social media channels, boosting social media engagement
- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data



**Education**

2015-07 - 2017-06

**MBA: Marketing & Finance**

- Central College of Engineering & Management, I.C.T.E & Affiliated to ( C.S.V.T.U) - Raipur (C.G)

2011-07 - 2014-05

**BBA**

- Devi Ahilya Vishwavidyalaya (DAVV), Formerly University of Indore.Now University of Madhya Pradesh - Indore(M.P.)



**Languages**

- English, Hindi.



## **Accomplishments**

- Winner at inter collegiate dance competition in Indore 2013.
- Winner at inter collegiate cricket competition in Indore 2013.
- Organized blood donation campaign in college of Indore.



## **Interests**

- Dancing, Spend Time On Social Media



## **Additional Information**

- Address - Room no. 404, Comfort PG for Gents, 2nd Main, Taverekere, Bangalore-29. Online presence - <https://www.linkedin.com/in/jayupadhyay-876aa1148/>