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Ghaziabad, Uttar Pradesh



Shubhanshu Saxena

SKILLS

- Content & Google Analytics
- Keyword Research
- Cross-Functional Collaboration
- Research & Development
- Adaptable to Industry Trends
- Team Leadership
- Proactive Attitude
- Persistence

PROJECTS

- **Miss Doozy, Greater Kailash 2:** Digital marketing and launch execution. (Launched)
- **Weekend Wine & More, Gardens Galleria:** Strategic marketing and online promotions. (Launched)
- **Noidawery, Sector 90 Noida:** Online campaigns and digital presence establishment.

CERTIFICATIONS

- Fundamentals of Digital Marketing by Google

LANGUAGE

- English
- Hindi

SHUBHANSHU SAXENA

Digital Marketing

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager skilled in SEO, SEM, and social media strategies. Proven track record in launching successful campaigns and managing franchise brands to drive business growth.

WORK EXPERIENCE

Digital Marketing Manager

November 2025 – Present

Spacevogues Furniture Pvt. Ltd.

- Led end-to-end brand development for SpaceVogues Furniture, including brand identity, visual language, tone of voice, and positioning for the furniture & interiors market.
- Coordinated website branding to reflect the company's design philosophy, product range, and target customer segment.
- Designed and strategized in-store branding and showroom experience, helped in layout planning, signage, visual merchandising, and customer journey.
- Laid the foundation for Instagram and digital presence growth strategy, focusing on aesthetics, storytelling, and customer engagement.

Digital Marketing Manager

February 2019 – November 2025

J G International & Vatsal Spirits and Malts

- Developed digital marketing strategies for six brands, leading to increase in brand engagement of Ascent Biz Hotel, Oak Bar & Bistro, Barrack 62, Miss Doozy, Noidawery and The Yellow Chilli by (Master Chef Sanjeev Kapoor).
- Spearheaded digital marketing for brands such as Ascent Biz Hotel, Barrack 62, and Oak Bar and Bistro and other brands.
- Designed and executed social media campaigns that boosted online engagement.
- Collaborated with content creators and designers to optimize campaign visuals and messaging to improvement in conversion rates.
- Oversaw digital campaigns for Miss Doozy, The Yellow Chilli and other brands.

IT Executive

April 2018 – January 2019

Ascent Biz Hotel (Later Promoted to Social Media Manager)

- Streamlined IT operations
- Hardware and Software management
- Ensured network security by implementing firewalls, antivirus software, and regular monitoring.

IT Executive

December 2017 – March 2018

Shivam Computers

- Provide technical support to employees, troubleshooting hardware and software issues.
- Set up and manage user accounts, passwords, and security protocols.

ROLES AND RESPONSIBILITIES

- Played a key role in establishing SpaceVogues Furniture's brand identity and marketing foundation from scratch, covering digital, physical retail, and customer-facing brand experience.
- Develop and manage SEO and SEM campaigns for improved web visibility.
- Handle email marketing, SMS campaigns, and PPC management.
- Collaborate across marketing, sales, and customer service teams for brand consistency.
- Optimize Google My Business listings to enhance local search visibility and customer engagement.
- Execute analytics-driven strategies to measure campaign effectiveness.
- Oversee Google My Business listing updates and website management.

EDUCATION

B.Sc. in Information Technology

Mangalayatan University, U.P. (November 2025)

ITI in Electrical Supervisor

Awadh Training Institute, Lucknow (April 2016)

Intermediate

Lala Ram Shridevi Inter College, U.P. (April 2014)

CORE COMPETENCIES

Digital Marketing Expertise:

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Social Media Marketing (Facebook, Instagram, YouTube, X)
- Paid Campaign Management (Google & Facebook Ads Budgeting)
- Content Strategy and Analytics
- GMB Expert (Google Map)
- Marketing Automation Tools (Google Analytics & HubSpot)
- Increased Traffic & Conversion Rates
- Email Campaign Metrics Analysis

Technical Proficiency:

- **Web Development:**
 - Website building using GoDaddy Builder, WordPress, and Wix
 - Basic knowledge of coding (HTML, CSS, and JavaScript)
- **Google Tools: Google Analytics, Content Analytics**
- **Graphic Design & Video Editing:**
 - Adobe Illustrator, Adobe Photoshop, CorelDRAW (13 & 21)
 - Canva, Figma, Adobe After Effects (Basic)
- **UI/UX Tools: Figma**
- **Trend Analysis & Keyword Research:**
 - Expertise in identifying and leveraging trends to optimize digital presence
- **AI Tools Expertise:**
 - Proficient in leveraging AI tools, including ChatGPT, for content creation, customer engagement, and automating digital marketing workflows.

Marketing & Management:

- **Blogger and Influencer Outreach**
- **Digital Outlet Management (Zomato, Swiggy, Dineout)**
- **Brand Visibility & Reputation Management**

Administrative & IT Skills:

- Tally ERP 9, Busy (Accounting Software)
- Networking (IP Addressing V4, Subnetting, Supernetting)
- MS Office, Seqrite EPS, Onity

HOBBIES & INTERESTS

- Exploring New Technologies
- Sketching and Creativity
- Photography and Videography
- Identifying System Inefficiencies and Optimization Opportunities