

# DIYA SANWAL

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## PROFESSIONAL SUMMARY

Passionate and data-driven Digital Marketing Specialist with a Master's Certification, skilled in crafting engaging strategies, user-friendly websites, and AI-powered growth solutions. Backed by 2 years of experience in healthcare analytics at R1 RCM, I bring a unique blend of creativity and analytical thinking. Proven success across industries like e-commerce, hospitality, media, with expertise in SEO, social media, and campaign execution. Committed to continuous learning and delivering impactful digital outcomes.

## EXPERIENCE

### INFLUENCER MARKETING EXECUTIVE | R1RCM | Sep 2023 – Apr 2025

- Analysed influencer partnership data to ensure compliance with marketing regulations (e.g., FTC guidelines, platform policies), reducing campaign discrepancies by 20% through accurate verification and disclosure tracking.
- Analysed campaign performance metrics (reach, engagement rate, conversions) to refine influencer strategies and boost ROI.
- Resolved partnership discrepancies for 100+ influencer accounts monthly, mitigating brand risks and ensuring seamless collaborations.
- Optimized influencer outreach workflows using automation tools, improving efficiency by 15%.
- Counselling influencers on brand obligations and guidelines, enhancing transparency and partnership satisfaction.
- Collaborated with creative and analytics teams to implement campaign improvements, strengthening brand compliance and performance controls.

## INTERIM ROLE

### DIGITAL MARKETING INTERNSHIPS

Forever Living Products | Jul 2020 – Mar 2021  
SmartKnower | Jul 2021 – Aug 2021  
Eduaxs Solutions | Jul 2022 – Aug 2022

- Executed multichannel marketing campaigns (Facebook, Google Ads, display networks), analysing performance with Google Analytics to optimize ROI by 12%.
- Conducted audience segmentation and keyword research, ensuring compliance with FTC guidelines to mitigate reputational risks.
- Improved CRM data accuracy by 20% through QA and validation, supporting effective client segmentation.
- Performed competitive market analysis for healthcare SMEs, delivering data-driven insights to inform strategic decisions.

## TOOLS & Certification

- **CRM & Analytics:** HubSpot, Google Analytics, Facebook Insights
- **Ad Platforms:** Google Ads, Meta Ads
- **SEO/SEM:** Keyword Planner, SEMrush, on-page & off-page SEO
- **Marketing Automation:** Mailchimp, Zoho CRM
- **Data Tools:** MS Excel, Google Sheets, Tableau (basic)
- **Content & Design:** Canva, WordPress, basic HTML/CSS

### Certified Digital Marketing Master + AI by IIM SKILLS

## SKILLS & INTERESTS

- Data Analysis, Regulatory Compliance, Risk Mitigation, Client Counselling, Process Optimization, Problem-Solving
- Tools: Google Analytics, Google Ads, CRM Systems, Microsoft Excel, Robotic Process Automation, Epic
- Emerging Interests: Financial Crime Compliance, Fraud Detection, Anti-Money Laundering (AML)

## EDUCATION

**Graphic Era Hill University (GEHU / 2023)**

**Bachelor of Business Administration (Business Administration and Management)**

Relevant Coursework: Data Analysis, Business Law, Marketing Analytics