

Shiva Singh Panwar

Accomplished digital marketer with nearly 8 years specializing in **SEO, performance, content, and social media marketing**. Currently studying at the **University of Liverpool Management School (The Liverpool MBA)**

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WORK EXPERIENCE

Head- Digital Marketing & Communications

Buffalo Soldiers Digital

01/2021 - 09/2023

Award-winning creative digital agency

Noida, India

Achievements/Tasks

- Headed the digital marketing department with 12 professionals in **SEO, Paid Marketing, Social Media Marketing and Content Marketing** teams
- Was responsible for the **digital account management** of all the clients taking the digital marketing responsibilities
- Fostered a culture of **collaboration, creativity, and innovation** among the teams
- Oversaw the execution of **result-driven digital strategies** for all client and internal projects

SEO Executive and Content Writer

ITXITPro Private Limited

04/2019 - 01/2021

Leading IT agency in Jaipur specializing in web development, app development and digital marketing

Jaipur, India

Achievements/Tasks

- Managed digital marketing campaigns of multiple projects in different niches
- Formulated and executed complete online branding campaigns for new projects under the supervision of team lead.
- Responsible for the entire copywriting content for all social media marketing projects.

Content Writer & Digital Marketer

Freelancing

10/2015 - 12/2018

Achievements/Tasks

- Individually approached and worked with several domestic and international clients through freelance platforms such as Upwork, Fiverr, LinkedIn, etc.
- Worked on projects related to website content writing, blog/article writing, copywriting, subtitling, transcription, ghostwriting, book writing and review writing.

EDUCATION

Masters of Business Admin (MBA)

University of Liverpool

09/2023 - 09/2024

Liverpool, UK

Bachelor of Technology (Mechanical Engineering)

Vivekananda Institute of Technology (Affiliated to Rajasthan Technical University, Kota)

08/2011 - 06/2015

Jaipur, IN

Courses

- Led a team that stood second in a National Level Project Exhibition in 2014 at the college for developing the project 'Pneumatic Sheet Metal Cutting Machine'.
- Chosen by the faculty to work on several college-funded projects, including developing a Fuel-efficient car to be used in the college campus.

SKILLS

Search Engine Optimization (SEO)

Performance Marketing

Social Media Marketing

Digital Account Management

Content Marketing

Data Analysis

Digital Analytics

Programmatic & Affiliate Marketing

Strategic Leadership

Team Management

Marketing Analytics

RECENT CAREER HIGHLIGHTS

Tech Mahindra Global Chess League 2023
(06/2023 - 06/2023)

- Headed the team responsible for the digital marketing mandate for the entire league at Buffalo Soldiers
- The digital campaign achieved an overall reach of over 1 Billion across all social media channels
- The popularity led to 5 consecutive days of twitter trending around the league during the season finale
- The league superseded any other sports league from India that started in 2023

#BridgeTheGap Hackathon by NLB Services & NTT DATA (03/2022 - 04/2022)

- Headed the team responsible for the digital marketing mandate for the clients, NLB Services and NTT DATA, at Buffalo Soldiers
- The campaign achieved a reach of 15 million women in STEM in India across social media channels and affiliate networks. Out of 2,590 registrations received, the client recruited 120+ women in STEM.
- The campaign won the Financial Express (India) FUTech Awards 2022 in the category of 'Best Use of Digital or Hybrid Event Tech' for the clients
- The campaign also won gold in the Best Marketing Campaign For An IT/ITES Brand at The e4M Maverick Awards 2023 for Buffalo Soldiers

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency