

# 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

Noida, India

Award-winning creative digital agency

##### 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

Jaipur, India

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

##### 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