

Vijay Singh Sijwali

Digital Marketing Executive

Location: Delhi, India

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PROFESSIONAL SUMMARY

Results-driven **Digital Marketing Executive** with over 2 years of experience in **Client Relationship Management, Strategic Planning, and Performance Marketing**. Proven expertise in managing multi-channel campaigns (SEM, PPC, Social) and aligning digital strategies with client business objectives. Adept at **Project Management**, overseeing budgets, and analyzing complex data to drive ROI. Strong communicator skilled in presenting performance reports to stakeholders and collaborating with internal cross-functional teams to ensure successful campaign execution.

CORE COMPETENCIES

- **Domain:** Digital Marketing Strategy, Client Relationship Management, Media Buying, SEO & SEM, Social Media Marketing.
- **Platforms:** Google Ads (Search, Display, Shopping, Video, PMax), Meta Ads (Facebook/Instagram), Native Ads.
- **Analytics & Tools:** Google Analytics (GA4), Google Tag Manager, Microsoft Excel, CRM Tools.
- **Soft Skills:** Strategic Communication, Problem Solving, Presentation Skills, Time Management.

PROFESSIONAL EXPERIENCE

Cognizant | Digital Marketing Executive

Aug 2023 – Oct 2025

- **Client Relationship & Strategy:** Served as the primary point of contact for SMB and Enterprise clients, interpreting their business goals to develop tailored **Google Ads strategies** (Search, Shopping, YouTube, PMax).
- **Campaign Management & Optimization:** Managed end-to-end execution of high-budget campaigns, utilizing **A/B testing** for ad creatives and landing pages to improve CTR and Conversion Rates.
- **Performance Analysis & Reporting:** Monitored KPIs (ROAS, CPA, CPC) and prepared detailed performance reports; presented strategic recommendations to clients, directly contributing to higher client retention and satisfaction.

- **Budget Management:** Oversaw strict budget allocations across multiple accounts, ensuring projects were delivered **within budget** while maximizing ROI.
- **Problem Solving:** Resolved complex policy disapprovals, billing discrepancies, and tracking issues to ensure zero downtime for client campaigns.
- **Internal Collaboration:** Collaborated with internal technical and creative teams to implement best practices and adopt new ad features.
- Optimized campaign performance by recommending and implementing **A/B tests** across ad creatives and landing pages.

Teleperformance | Customer Support Expert

Oct 2025 – Dec 2025

- **Client Communication:** Handled inbound queries from global customers with professionalism, ensuring accurate information transfer and timely solutions.
- **Requirement Identification:** Identified customers need to recommend suitable upgrades, contributing to revenue growth through effective upselling.
- **SLA Maintenance:** Consistently achieved performance targets including call quality and First Call Resolution (FCR) while adapting to dynamic project changes.
- **Service Quality:** Maintained high service quality standards and empathy in all customer interactions, aligning with global business communication standards.

SHINI LIFESTYLE Digital Marketing Intern

- **Social Media & SEO:** Assisted in the development of **SEO strategies** including keyword optimization to boost website search rankings.
- **Content Strategy:** Managed and updated social media pages (Facebook, Instagram), executing content calendars that increased brand reach and audience interaction.
- **Campaign Support:** Supported the execution of digital campaigns across Google and Social channels, ensuring alignment with brand visibility goals.

EDUCATION

- **Master of Business Administration (MBA)** | Graphic Era Hill University | 2019 – 2021
- **Bachelor of Science (B.Sc.)** | Kumaun University | 2016 – 2019

Certifications:

- **Google Ads Professional Certification (Search):**
<https://skillshop.credential.net/8255477a-d9e5-4925-8dee-ec627bf077c2#acc.kGwSpHMy>
- **Google Analytics Certification:**
<https://skillshop.credential.net/2a95589c-ad0e-41cd-bcec-78ca05904cb4#acc.jH0goB4Z>