

Utkarsh Srivastava



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Summary

3+years of total experience, presently working with Senior Executive - Digital Marketing the following tasks:

- SEO and SEM using tools like SEMrush, MOZ, etc drove competitor analysis, market research & keywords analysis. (3+ years Exp.)
- ReactJS and WordPress Website Creation & Coordination with Design and Development Team for Digital implementations on the website. (1 years Exp.)
- Email Marketing - Built and led campaigns with most powerful Sales and Marketing automation tool - Microsoft Dynamics 365, Hubspot, Mailmodo (2 years Exp.)
- Expertise and used Tools like Google Analytics, Google Search Console, YoastSEO, SEMrush, Dynamics 365 (Marketing), Hubspot, Mailmodo, Calendly, Collectchat, Zapier, Sistris, Power BI, Power Automate.
- Product Marketing strategy planning, implementation and analyzing (1 years Exp.)

Soft Skills:

- Leadership abilities • Great Communication • Team player • Problem Solving Adaptable and flexible • Ability to perform under pressure • Detail orientation • Ability to establish strong client relationship

Experience



Senior Executive Digital Marketing

Speridian Technologies

Dec 2019 - Present (1 year 3 months +)

Performed and managed Digital Marketing Essentials like:-

- Search Engine Optimization – With tools like Google Search Console, Yoast SEO on WordPress, Moz, Ahref, SEMrush, SEOMinion, Google Page Insights, GTmetrix reports performed On-page SEO on Speridian Website, SWMC (+3).
- Analytics – Performed analyzing of the data about what works the best and what does not and seeing what can be done to improve for present organization + others too.
- Social Media – worked on projects to get more engagement and awareness via social media platforms like Facebook, Twitter, Google Plus, etc.
- Email Marketing –Worked on email platforms like Microsoft Dynamics 365, Hubspot, Customer Engage, (+2).
- Add-Ons - Analytical Skill, Marketing Campaigns, Easily Adaptable, Optimizing Performance.

Responsibilities as Digital Marketer:

- Designing digital media campaigns aligned with business goals
- Project Co-ordination of client projects
- Webinar or event planning and execution
- Keeping track of Pre-sales strategy and competitor analysis
- Managing end-to-end digital projects
- Maintaining a strong online company voice through social media
- Liaising with Marketing, Sales, and Product development teams to ensure brand consistency for clients
- Suggesting direct marketing methods to increase profitability for clients

- Monitoring and reporting KPIs
- Keeping organization's Marketing Automation up-to-date with digital media developments



Digital Marketing Intern

The College Monk

Oct 2019 - Dec 2019 (3 months)



Online Marketing Associate

Managineers Educational Services India (P) Ltd.

Sep 2017 - Aug 2018 (1 year)



R&D Associate

Managineers Educational Services India (P) Ltd.

May 2017 - Aug 2017 (4 months)



Content Associate

Managineers Educational Services India (P) Ltd.

Sep 2016 - Apr 2017 (8 months)

Education



Integral University, Lucknow, Uttar Pradesh

Bachelor of Technology (B.Tech.), Mechanical Engineering/Mechanical Technology

2012 - 2016

Licenses & Certifications



AMCAT Certified Data Processing Specialist - Aspiring Minds

2054736-211



Fundamentals of Search Marketing - Google



Google My Business - Google

38365144



Campaign Manager (Basics) - Google

38366687



Google Analytics for Beginners - Google

Issued Oct 2019 - Expires Oct 2022



Advanced Google Analytics - Google

Issued Feb 2020 - Expires Feb 2023



On-Page and Technical SEO Test - Semrush

Issued May 2020 - Expires May 2021

#a964148cebc4d7f



SEMrush Site Audit Exam - Semrush

Issued Jan 2020 - Expires Jan 2021

#5aea08a21486ef2



Competitive Analysis and Keyword Research Test - Semrush

Issued Sep 2019 - Expires Sep 2020

#c0d8e337fc92744



Learning OneNote Online (Office 365) (2019) - LinkedIn

AcRohlj-bldtwYlgqdb3ekCLK88W



Social Media Marketing: Strategy and Optimization - LinkedIn

Aelm1SsxXAVwSIZAKHRhu2jz0Fe3

Skills

Strategic Planning • Program Management • Training • Team Building • Process Improvement • Research • Search Engine Optimization (SEO) • Off-Page SEO • SMM • Microsoft Excel

Honors & Awards



Spot Award - Outstanding Performance - Speridian Technologies

Oct 2020



Best Performer - Managineers Educational Services Pvt. Ltd.

Jan 2017