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Irish Driving License

**Summary**

Highly motivated and results-oriented Marketing professional with 2+ years of experience in digital marketing campaigns, content creation, and social media management. Proven ability to develop and execute content strategies that boost brand awareness, engagement, and website traffic (SEO). Skilled in utilizing data analytics to measure success and optimize campaigns.

**Skills**

* Content Creation: Developed content strategy for YouTube channel, resulting in a 65% increase in viewership and engagement. Created engaging blog posts, articles, and social media content.
* Social Media Management: Managed social media platforms (Facebook, Instagram, Twitter) for DFOCUS Studios, increasing engagement rates. Implemented strategic social media advertising campaigns.
* SEO: Successfully implemented SEO strategies to improve organic traffic and website ranking.
* Data Analysis: Utilized Google Analytics and other tools to track campaign performance, identify trends, and measure success.
* Software Proficiency: Proficient in social media management platforms (Hootsuite, Buffer etc.), Google Analytics, Google Ads, SEO tools (Screaming Frog etc.), design software (Adobe Suite)

**Career History:  
Dec 2022 – Till date, Team Leader/Duty Manager TESCO, Ireland**

* As a Team Leader at Tesco Retail, it is my responsibility to make sure my team attained its goals and offered excellent service to customers through careful delegation of responsibilities and coaching.
* Increased team productivity by 15% through effective delegation and coaching. Leading a team of 20 people.
* Training new employees, mentoring and guiding existing workers, and resolving customer complaints.
* Accurately operating a cash register, handling payments, and overseeing a cash register.
* Carrying out in restocking, inventory counts, and other retail tasks.
* Keeping track of everything that goes on at the store (Store Reporting, etc.).

**March 2022 – September 2022, Digital Marketing Specialist Falcon Group Pvt Ltd, India**

* Develop and execute strategic digital marketing plans to increase website traffic, engagement, and conversions.
* Leverage expertise in web management, SEO, and social media to optimize online presence and drive results.
* Utilize analytics tools to track campaign performance, measure ROI, and identify optimization opportunities.
* Make data-informed decisions to refine marketing strategies and improve results.
* Stay up-to-date with the latest digital marketing trends and technologies.
* Experiment with new marketing tactics and channels to drive results and stay ahead of the competition.
* Work effectively with cross-functional teams to achieve marketing goals.
* Communicate effectively with stakeholders, including clients, team members, and management.
* Design and implement targeted email marketing campaigns to nurture leads, improve customer retention, and drive conversions.
* Create and execute effective social media campaigns across various platforms, driving engagement, brand awareness, and customer acquisition.

**Oct 2020 – Feb 2022, Digital Marketing Executive DFOCUS Studios, India**

* Successfully implemented SEO strategies to improve organic traffic and website ranking, achieving a 4.5% to 5% click-through rate (CTR) on Facebook ad campaigns. (SEO, Organic Traffic, Lead Generation)
* Managed social media platforms, devised, and implemented strategic advertising campaigns with a focus on high average engagement rate. (Social Media Marketing, Engagement, Brand Awareness)
* Developed a content strategy for studio’s YouTube channel to boost viewership and engagement by 65%. (Video Marketing, Engagement)
* Maintaining the website and social media accounts, writing blog posts, looking at performance metrics, creating organic backlinks, and putting SEO strategies into action, formulating, and meeting the KPI’s.
* Designed Marketing material for various channels, including social media, brochures, presentations, email marketing campaigns, and more. (Graphic Design, Marketing Materials, Multi-Channel Marketing)
* Upskilling in the dynamic environment with a focus on trends, competitors, and best practices in my field of digital marketing.
* Conducted website audits and implemented technical SEO optimizations using tools like Screaming Frog and Google Search Console.
* Designing high quality social media post, using Premiere pro, aftereffects, photoshop and illustrator from Adobe suite and Final Cut Pro.
* Liaising with third-party agencies about paid advertising through influencer collaboration for the company Instagram and Facebook pages achieving a high conversion rate.
* Email marketing to attract customers to the company website hosted on WordPress using plugins – WooCommerce, Mailchimp, etc.

**Dec 2019 – Oct 2020, Digital Marketing Intern DFOCUS Studios, India**

* Designed their website and was responsible for the ranking, marketing and growth of the website using SEO, SEM, Google Analytics, Google Ads, Google Search Console and Email Marketing.
* Managed social media platforms, collaborated on PR strategies, and worked with influencers to enhance brand visibility.
* Contributed creative ideas for content creation and participated in cross-functional teamwork to drive comprehensive digital marketing initiatives.
* Researching and writing content for articles and blog posts for clients and company’s website.
* Collaborated with cross-functional teams to achieve business goals (Communication, Collaboration).
* creative ideas for content creation and participated in cross-functional teams for digital marketing initiatives.

**Education:**

**Sept 2022 – Sept 2023 Dublin Business School, Dublin**

# MSc in Digital Marketing & Analytics

* **Modules:** Web marketing management & Metrics, Digital advertising & Online marketing communication, Digital design & Development, Data & Digital marketing analytics.

**July 2018 – July 2021 Chetana’s (CSFC), Mumbai, India**

# BSc in Mass Media & Communications

* **Modules:** Digital media, Principles & Practice of direct marketing, Advertising & Marketing research, Specialization: Media planning & Buying, Brand building, Advertising design, Mass media research.

**Academic Projects:**

**Dissertation:** Conducted research which focused on the impact of prominent Digital Marketing strategies on the men’s apparel latest trends in India. The research includes a literature review on the current state of the market, followed by quantitative research to examine the applicability of these strategies. Additionally, a look into their implications on consumer behavior, brand equity and user experience are presented for marketing firms, foreign companies and SMEs.

**BeFrisco - Customizable Perfume:** Designed a website wireframe mock-up using Figma & Balsamiq, also used Photoshop & Canva to design the Logo for the website & to design vector graphics; Sketch was used to create user interfaces and web designs for the perfume store.

**Design and Develop a Prototype WordPress Website:** Collaborated with a team to build a website with WordPress as the Content Management System (CMS) along with a highly customizable theme, elementor to make specific components, and WooCommerce plugin to add the Ecommerce functionalities. Final Cut Pro, Adobe Premiere pro, Illustrator & Photoshop were utilized for the website content management & development.

**Digital Marketing Strategy:** Completed research on three companies from the same field on their social media platforms for digital audit of the company profiles and competitor’s profile comparing Market Analysis using Google analytics and Power BI. Analyzed the macro and microenvironment using the appropriate strategic frameworks. Conducted digital audit for companies used manual keyword research using Google AdWords, In- depth-review for Brand Marketing purpose using Screaming Frog exercise (Site-Wide Factors), Moz Exercise (Backlink Factors), Page Quality Rating Scale, conducted user experience review & also done the social media channels review using FanPage karma.

**Certifications**

Google Ads Search Certification

Google Analytics Certification

Google Universal Analytics Certification

Google Certification for Google Tools

**Interests:**

Football, Hiking, Video gaming, Photography, Travelling, Music.