

HARSH

DIGITAL MARKETER

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Summary

Results-oriented Digital Marketing Executive with over 1 year of experience in developing and implementing innovative digital marketing strategies. Proven expertise in SEO, SEM, social media marketing, and content creation. Strong analytical skills with a history of leveraging data-driven insights to optimize campaigns and enhance brand visibility. Proficient in using tools like Google Analytics and SEMrush to drive engagement and conversion rates. Excellent communicator and project manager, dedicated to staying ahead of industry trends and emerging technologies.

Skills

Search Engine Optimization (SEO), Social Media Marketing (SMM), Google Ads, Facebook Ads, LinkedIn Ads, Website Designing, Graphic Designing, Campaign Management

Tools

Social Media Management:

- Meta Business Suite
- Sprout Social

Search Engine Optimization:

- SEMrush
- Google Keyword Planner
- Ahrefs
- Ubersuggest

Advertising Platforms:

- Google Ads
- Facebook Ads Manager
- LinkedIn Ads

Website Optimization:

- Google Optimize
- Bing Optimize

Experience

Masira Digital Marketing PVT. LTD.
Digital Marketing Executive
October, 2023 – November, 2024

Bengaluru, Karnataka

Key Responsibilities:

- Design and implement high-impact digital marketing strategies that boost brand awareness and drive customer engagement through targeted campaigns.
- Managed and optimized Google Ads and Meta Ads campaigns to drive targeted traffic and maximize ROI.
- Administered Instagram accounts, including strategic posting schedules, audience engagement, and performance monitoring.
- Enhanced website content for SEO, improving search engine rankings and driving organic traffic growth.

- Conducted comprehensive keyword research and implemented data-driven strategies to boost content visibility and search engine rankings.
- Managed the graphic design team to create visually compelling and brand-aligned marketing content.
- Successfully managed influencer partnerships, increasing brand exposure and fostering credibility.
- Coordinated email marketing campaigns, including audience segmentation, A/B testing, and detailed performance analysis.
- Monitored and analyzed digital marketing trends and technologies to ensure the implementation of innovative and effective strategies.

Fraterniti Foods PVT. LTD.
Marketing Internship
April, 2023 – September, 2023

Gurgaon, Haryana

Key Responsibilities:

- Designed and executed promotional campaigns across multiple outlets to drive customer engagement and increase sales.
- Worked with influencers to strengthen brand visibility, build credibility, and drive customer engagement.
- Managed Instagram accounts, ensuring consistent posting, engaging with the audience, and maintaining brand identity.
- Conducted on-site visits to outlets to implement marketing strategies and monitor their effectiveness in driving sales.
- Developed and maintained marketing calendars to schedule promotions and align with business objectives.
- Created innovative restaurant offers inspired by market trends to attract and retain customers.

Education

Shivalik College Dehradun
 B.B.A in Marketing
 Aggregate: 70%

October,2021 - May, 2024

Certifications

Dynamic Digital Marketing

- Licensed [By NIDM - National Institute of Digital Marketing]

Digital Marketing

- Licensed [By Slog Solution]

Digital Skills-Digital Marketing

- Licensed [By Accenture]

Search Engine Optimization (SEO) certification

- Licensed [By HubSpot Academy]

Social Media Marketing (SMM) certification

- Licensed [By HubSpot Academy]

Languages

English
 Hindi