

PRAGATI

Digital Marketing Manager

PROFESSIONAL SKILLS

SEO & SEM
Adwords & Facebook Ads
LinkedIn Ads
Social Media Optimization
Keyword Research & Analysis

TOOLS

Google Analytics
Appsflyer
WordPress & Unbounce
Instamojo & Razorpay
Zapier
Convertkit

PERSONALITY HIGHLIGHTS

Self Motivation
Time Management
Team Player
Deadline Driven

CONTACT DETAILS

Ph. No.- 8864023400
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PROFESSIONAL CAREER

Digital Marketing Manager

BrandMitra Advertising Pvt. Ltd. | September 2019 - April 21

- Plan & execute digital media campaigns (FB ads, PPC, display ads, video ads, shopping ads, and retargeting and remarketing)
(worked with some top Banks, Mutual Fund & Retail companies)
- Create, maintain & optimize campaigns, ad-copies, landing pages, A/B testing & budget
- Measure, monitor & share campaigns report on a weekly & monthly basis
- Research, plan and maintain social media presence
- Brainstorm new & creative growth strategies for Digital & Email marketing
- Work closely with designers and back-end web developers to execute optimization tasks
- Manage the agency ecosystem with timely approvals & launch

Social Media Executive

The Digital Hash | September 2018 - August 2019

- Build & execute social media strategy through competitive research, platform determination, benchmarking & audience identification
- Generate, edit, publish & share daily content (original text, image, videos & WordPress)
- Research on current trends, audience performances & competitors activities

INTERNSHIP

Digital Marketing Intern

TechMerch Innovations Pvt. Ltd. | January 2018 - March 18

- Single-handedly designed & developed a live website & performed on-page SEO and off-page SEO with the help of many analytics tools
- Performed Google Search Ads, Google Display Ads, Facebook Carousel Ads for many clients & analyzed their data with the accounts team

ACADEMIC BACKGROUND

Post Graduate Diploma in Digital Marketing | DGMC Institute Of Media Studies | 2017-2018

Masters in English Literature | Ranchi University | 2012-2014

ADDITIONAL CERTIFICATION

- The Fundamentals of Digital Marketing by Google Digital Garage
- Google Ads Display Certification
- Google Ads Search Certification
- Google Ads - Measurement Certification
- Google Ads App Certification
- Google Analytics for Beginners & Advanced
- Google Search Ads 360 Certification
- Google Campaign Manager Certification