

DIPIKA TIWARI

PROFESSIONAL DIGITAL MARKETING EXECUTIVE

CONTACT

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SKILLS

- SEO
- Analytics
- Paid Media Specialist
- Google Ads
- Facebook Ads
- Email Marketing
- Social Media Marketing
- Search Engine Marketing
- Marketing Strategy Building

EDUCATION

PG Certification in Digital
Marketing and Communication
MICA University – 06/2020 -
04/2021
Bachelor Of Engineering
CSVTU University – 05/2012 -
05/2016

ACHIEVEMENTS

- WON GOLDEN MARKETING
INNOVATIVE AWARD AT
AKAMAI.
- INCREASED SOCIAL MEDIA &
WEBINAR ENGAGEMENT BY
ANALYZING PREVIOUS
QUARTER CAMPAIGNS.
- INCREASED DOMAIN
AUTHORITY OF GATE
ACADEMY WEBSITE BY
APPROX. 17% .

PROFESSIONAL SUMMARY

Strategic Digital Marketing professional with nearly 3.3 years of experience in Digital Marketing, strategy creation and Analytics reporting. Focused in creating innovative and customized marketing strategies aimed at increasing customer acquisition and increasing revenue followed by robust analytical reporting.

WORK HISTORY

Program Manager & SEO Specialist –

Company -Akamai, 06/2021 – Currently working

- Working with Digital agency to build strategies for revenue growth by new customer acquisition.
- SEO Analysis , auditing , establishing keywords, recommending ON-Page SEO optimizations, Backlink analysis.
- Social media campaign manager – Paid and Organic

Digital Marketing Executive -

Company - GATE Academy 01/2021 - 05/2021

Achievements/Tasks

- Planning Social Media content and campaign
- Managing paid media campaigns in Facebook and Google
- Improving SEO of their website & YouTube Channel. Increased there YouTube subscribers by 8K subscribers.
- Doing Market Research & Competitive analysis to Develop strategy.

Digital Marketing Associate

Company - Globussoft 02/2019 - 10/2020

Achievements/Tasks

- Successfully Pitched more than 30 Blogging websites per month for generating backlinks.
- Improved brand image by working on STP & marketing strategy.
- Generated over 12000+ targeted leads through various digital channels.
- Increased website ranking through On-page & Offpage SEO.

TOOLS

- SEMrush
- Google Search Console
- Adobe Analytics
- Google Ads Manager
- Facebook Ads Manger

