

Amit Gupta

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Summary

A smart worker and always curious to learn more. Over 5 years in Digital Marketing with experience in Organised individual well-versed with **PPC Campaign Management, social media marketing, WordPress web development, analytics, and marketing strategies**. Exudes strong perception skills in identifying target leads and demographics. Seeking to apply critical thinking and innovative approaches to achieve goals.

Education

Master of Business Administration

Doon Business School, Dehradun, Uttrakhand
07/2015

Bachelor of Science

HNB PG College, Prayagraj, Uttar Pradesh
07/2012

Skills

Digital Marketing, Social Media Marketing, Google Ads, Facebook Ads, PPC Campaign Management, Marketing Strategy, WordPress, Lead Generation, E-Commerce, Landing Page Optimization

Experience

Webpeckers

Digital Marketing Manager, Prayagraj, Uttar Pradesh
07/2020 - Present

- Developed and implemented comprehensive digital marketing strategies aligned with the organization's goals and objectives. This involves conducting market research, identifying target audiences, and determining the most effective channels and tactics to reach them.
- Planned, executed, and optimized digital marketing campaigns across various channels, such as search engine marketing (SEM), social media, content marketing, and display advertising. Monitored campaign performance, analyzing data, and making data-driven adjustments to improve results.
- Developed and successfully implemented social media strategies to build brand awareness, engage with the target audience, and drive website traffic. Managing social media accounts, creating and scheduling content, monitoring.
- Created websites for various clients on WordPress that includes creating website from scratch to optimizing it for fast load time and making them SEO Optimized and mobile friendly.
- Communicated with clients effectively to understand their requirement and providing them tailor-made solutions for their digital marketing requirement.
- Provided training to students enrolled for the digital marketing training program.
- Collaborated effectively with marketing teams to deliver robust marketing strategy across various projects.
- Produced detailed performance reports, analyzing outcomes to consistently aid future marketing strategy.
- Created and delivered campaigns in line with targeted marketing strategy, ensuring first-class quality standards across all platforms.

Digiperform

Digital Marketing Trainer, New Delhi, New Delhi

04/2017 - 01/2019

- Given Training to the Clients enroll in Digital Marketing Course
- Created and Managed successfully Facebook Ads, Google AdWords (Search and Display ads) account for Digiperform Dwarka Center
- Created and Managed Social Media Accounts for Diperform Dwarka Center
- Created Marketing strategy (Online and Offline) to get more conversions and Increase Brand Awareness
- Audited website content and did Keyword research for YcIPL (associated with digperform dwarka center) to gain rank and visibility.

SEM Technologies Pvt Ltd

Social Media Marketing Manager, Gurgaon, Haryana

07/2015 - 04/2017

- **Results overview:Drove major improvements that resulted in a 32% sales increase in year one**
- Drove sales from \$70K/month to \$200K/month by running targeted campaigns
- Build client's social presence on the social media platforms, creating brand awareness through campaigns that lead to an increase in sales
- Successfully managed three brands and increased their product line. Started with Amazon, grown brand presence on 17 new PMPs (Public Market Places)
- **Roles and Responsibilities**
- Developed and managed 40+ products for US online market
- Responsible for Product market research and marketing on online portals (Amazon, eBay, Jet)
- Partner, Etsy etc
- Responsible for Online Marketing (PPC) on online portals (Amazon, Ebay etc.) and increase social presence of new products in target markets (US, Canada and UK)
- Acquired new market places (online market places across the globe and in US)
- Maintained top rank for our star products on their primary keywords to stay at top in customer search.

Certificates

Google Ads Certification

Additional Freelance Projects

Amazon Ads Projects

- Created and Managed successful campaigns for various Amazon sellers based in the USA
- Done KW research effectively, run campaigns to increase sales, and achieve low ACOS

Google and Facebook Ads Projects

- Created and managed successful campaigns for lead generation for niches like education, health, insurance, coaching
- Build campaigns from scratch, did keyword research, set up landing pages, and conversion tracking code (Pixel code, in Facebook ads)
- Executed and optimized the campaigns to get maximum conversions in the allocated budget

WordPress Website Development Projects

- Developed website for more than 50+ clients Across the globe for individual as well as agencies

Interests

Traveling, Adventure Sports, Digital Marketing