

BIJAY RAWAT

 Jharodha Majra, Burari
Delhi, INDIA  +91 8860 340 214  LinkedIn.com  bijayrawat1@gmail.com

PROFILE SUMMARY

Experienced Digital Marketing Manager with extensive experience building, maintaining, and running successful digital marketing campaigns. Bringing forth broad marketing knowledge, coupled with focused campaign experience. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Collaborative and creative manager accomplished at managing digital marketing presence content. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals. Certified Marketing Management Professional with excellent communication/leadership skills, great time management abilities, and strong attention detail.

EDUCATION

ISBM University MBA - Marketing	2019
Janardan Rai Nagar Rajasthan Vidyapeeth University Bachelor of Computer Applications	2017
Golaghat Commerce College Secondary Education	2011

WORK HISTORY

Escuela De Espanol Pvt. Ltd Digital Marketing Manager	2019 - Present
<ul style="list-style-type: none">Perform routine engagement with regular and seasonal customers.Initiated focus on conversion rates and introduced a post-click marketing platform increasing on-page conversion.Develop, track and improve landing pages.Gather metrics on campaign and collateral material for search optimization.Organize and maintain all digital multimedia content using Flickr, Google Drive, and Dropbox.Created effective content strategy with high engagement and user retention rate.Develop and execute major Facebook, Twitter, YouTube and web campaigns within budget and scope of online objectives.	
Vision Academy Website Developer, SEO, Email Marketing, Google Ads	2017 - 2019
<ul style="list-style-type: none">Introduced scheduled targeted email marketing programs using Market resulting in increased open and conversion rates over previous sporadic email blasts.Coordinated the marketing team on creative campaigns and programmatic buying to support digital cross-promotion efforts, including email campaigns, Facebook promotions, and outreach and marketing initiatives for an improved end-user experience.Administered all business marketing operations and advertisement campaigns that eventually generated 5% increase in web traffic in 4 months.Provided continuous feedback to the development team and created projects to increase in web engagement.Implemented new website design and enrollment platform.Launched new product suite of SEO, SEM and Social Media services.Created and monetized new digital ad positions and programs.	

CERTIFICATIONS

<ul style="list-style-type: none">Google AdWords (Advance)Bing Ads AccreditedGoogle AnalyticsSEMrush Technical SEOGoogle My Business	Valid 2021 2021 2021 2021 Issued 2020
--	---

AREA OF EXPERTISE

- Digital Marketing
- Online Advertising
- MS Office
- Social Media Marketing
- Online Marketing
- Business Development
- Foreign Languages
- Social Media Optimization (SMO)
- Email Marketing
- Content Marketing
- Facebook Marketing
- Problem solving
- Search Engine Optimization (SEO)
- Technical SEO
- E-commerce
- Local SEO
- Pay Per Click (PPC)
- Lead Generation
- analytical skills
- Customer Acquisition
- Search Advertising
- WordPress
- Google Webmaster Tools
- Organizational skills
- HTML
- Bing Ads
- DoubleClick
- Google Analytics
- Organic Search
- Google my Business
- Instagram marketing
- Online Lead Generation
- Website Promotion
- Google Analytics
- Team Leadership
- Team Management

SKILLS, KNOWLEDGE AND ABILITIES

- Highly organized and attentive to detail.
- PPC Account setup and optimization
- PPC Services for Tech Support Industry
- Google AdWords Express management
- Mobile Campaign Optimization
- Campaign Management on Google, Bing, YouTube, Facebook, LinkedIn
- App Store Optimization (ASO)
- Web Analytics (Google Analytics, Site Catalyst)
- Digital Assets Optimization (DAO)
- Search Engine Optimization (SEO)
- Content Marketing (Article, Press Release,)
- Video Marketing (YouTube)
- PPC Expert for Tech Support
- Search Engine Marketing (SEM - Search and Display)
- LPO (Landing Page Optimization)
- E-Mail Marketing
- Facebook and LinkedIn Advertising
- Ad Operation/Trafficking (DoubleClick)

LANGUAGES

- English
- Spanish
- Hindi
- Assamese