

# ANSHUL KOTHARI

DIGITAL MARKETING SPECIALIST

## PROFESSIONAL SUMMARY

An enthusiastic digital marketer. Have a good understanding of driving website traffic, lead generation, and conversions through digital marketing methods. I am looking forward to a career opportunity in digital marketing.

## WORK EXPERIENCE

### Business Development Executive

Techmagnate / December 2023 - April 2024

- I led the development and execution of comprehensive digital marketing campaigns across email marketing, and I managed Google, social media, and LinkedIn campaigns as well.
- Development and implementation of a strategy for LinkedIn to improve reach and gain followers.
- Managed an INR50000+ budget for paid acquisition channels, optimizing spend for a 10% increase in traffic.
- Designed and executed a landing page optimization strategy that lifted conversion rates by 15%.

## EDUCATION

### SRM University

- **B Tech (Robotics & Automation)**
- 2018-2022

### Alliance De Francaise

- **French Language**
- 05/2023 - 08/2023

### IElevate Institute

- **Advance Digital Marketing**
- 03/2023 - 08/2023

### APTRON

- Industrial Automation
- 03/2022 - 06/2022

## ACHIEVEMENTS

### Techmagnate

- Increased the click-to-open rate by more than 15%. This results in generating more leads and revenue.
- Worked as a PPC intelligence to increase reach and followers.
- I did market research and helped create a business plan and strategy for Martech Startup.

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## SKILLS

- Social Media
- Google Ads
- Facebook Ads
- Wordpress
- Lead Generation
- Content Marketing
- Google Analytics
- Search Engine Optimization
- Affiliate Marketing
- Research & Strategy
- Teamwork

## CERTIFICATION

- Google search ads
- Google display ads
- Google shopping ads
- Google mobile ads
- Google video marketing
- Google ads measurement
- SemRush - SEO certification
- Digital Marketing
- French Language
- Amazon Trained Ecommerce Specialist Certification
- Industrial Automation

## PERSONAL PROJECTS

- Blog Writing and Website Design on WordPress
- SEO Audit for Lajawaab Culinary Art
- Sorting Machine
- Compressor less refrigerator

## LANGUAGES

- English: Professional
- Hindi: Professional
- French: Elementary