

## Contact

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(LinkedIn)

## Top Skills

SEO  
Google Analytics  
Google Webmaster Tools

## Languages

Hindi (Native or Bilingual)  
English (Full Professional)

## Certifications

Twitter FlightSchool  
SEMrush SEO Toolkit Exam

## Honors-Awards

Engineering Tech feast Quiz  
Competition

# Leena Masih

Sr. Digital Marketing Consultant | SEO Specialist | Data Science  
Enthusiast  
Indore, Madhya Pradesh, India

## Summary

Web-savvy digital marketing expert with proven accomplishments in planning and executing web, digital marketing campaigns with a view to create and maintain the company's presence and image in the industry. Highly skilled in identifying trends and insights and optimizing performance, brainstorming new and creative growth strategies by using digital marketing docks. A committed individual who effectively evaluates end to end customer experience across multiple channels and touch points.

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## Experience

BatchMaster Software Pvt. Ltd.  
Sr. Digital Marketing Executive  
May 2015 - Present  
Indore Area, India

\*Developed and implemented interactive marketing strategies for inhouse products that improved search engine performance, attracted users to websites and drove growth, resulting in annual traffic increases of an average of 20% year over year

\*Analyzed data to identify trends, generate reports and adjust campaigns as necessary to produce the most optimal ROI

\*Collaborated with internal teams to enhance design, usability, content and conversion points of websites and web properties

\*Managed social media campaigns and day-to-day activities, including scheduling regular updates, engaging in dialogue and answering questions when necessary

\*Prepared informational and reader-friendly reports.

\*Troubleshoot poor rankings and develop improvement strategies.

\*Monitor effectiveness of SEO and marketing programmes in terms of traffic.

\*Implemented the companies social media campaign - and developed an on-going strategy for outreach.

Dashboard & Reporting :

Analytics tools - Moz, SEMRush, Google Analytics, Webmaster, Google Adwords, Adroll.

Social Media Marketing: FB Business manager, Twitter analytics, LinkedIn Advertising

About Company: BatchMaster Software is one of the market leaders in offering enterprise software solutions for the process manufacturing industries. The company adds a feather to its cap "BaseCamp Startups Pvt. Ltd." as a new division that comprises of eWorkplace Apps(Issue tracker, BizChat), BizPortal 365, and OptiPro (New product for discrete manufacturers). BaseCamp is started to put all the new domains under one roof.

Zootout Advertising PVT. LTD.

SEO Analyst

December 2014 - August 2015 (9 months)

Indore

Implemented SEO initiatives, including website and keyword analysis, website remediation and proposed SEO solutions, Organic Search Engine Optimization (SEO), Web Design testing, which is Search Engine friendly, listing, social media, keyword research etc..

Gowebbaby LLC

Search Engine Optimizer

May 2013 - October 2013 (6 months)

Indore Area, India

Search Engine Optimization (SEO): Actively researching, testing and proposing new approaches to improve search engine ranking and high internet visibility by using on-page and off-page optimization techniques.

Prasar Bharati

Broadcast Traniee

March 2011 - May 2011 (3 months)

Indore, Madhya Pradesh, India

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## Education

Rajiv Gandhi Prodyogiki Vishwavidyalaya

Bachelor of Engineering (BE), Electronics & communication · (2008 - 2012)