

Deepti Awasthi, Kanpur

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PROFILE SUMMARY

- Solutions-focused, meticulous and result-oriented Digital Marketer enthusiast with over 5 years of a successful career with diverse roles in digital marketing distinguished by commended performance and proven results.
- Digital Marketer at Rudra Shares & Stock Brokers Ltd, working as Sr. executive on contractual basis. My key profile involved in activities related to Digital Marketing includes Social Media Optimization, Social Media Marketing, Google ads, E- mail Marketing, Landing Page optimization, GMB set-up. Analytical tools- Search Console and Google Analytics, Moz bar to gauge and improve the KPI and other metrics.
- Hunger to learn more yet have a sound exposure to social media optimization and marketing analysis- achieved 2X growth in terms of reach, engagement, web traffic and page likes. Having experience of FB campaign bid optimization, CPC and PPC ads.
- An out-of-the-box thinking with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives.
- Excellent interpersonal, communication and organizational skills with proven abilities in team management.

CORE COMPETENCIES

- Social Media Marketing
- Google Ad words
- Campaign Management- Display & PPC Ads
- Landing page experience
- E-mail marketing
- Website Management – content & idea -Generation.
- Search Engine Marketing

ORGANISATIONAL EXPERIENCE & EXPOSURE

Designations awarded in Rudra Shares in upward direction-

- Branch coordinator (SHPL): Oct 2014-Nov 2015
- Executive Research marketing (SHPL): Dec 2015- Jan 2017
- Executive social media: Feb 2017-March 2018
- Executive, Digital Marketing: April 2018- March 2020
- SR. Executive, Digital Marketing: March 2020-Present
- Started Guest Lectures at Rank Keyword Training Institute, Kakadev Kanpur , Feb 2023

KEY RESULT AREAS

- Handling of Social media platform includes social media hygiene, creative idea, content writing, Promotion and branding of product and services among clients and new audience, organic and paid promotion, videos, etc.
- Preparing social media strategies, planning and budgeting for Festive offers, new product and service launch according to target audiences, website traffic, enhanced brand awareness and web presence across the web world through SEO.
- Discussion and planning with senior management about online business growth.
- Evaluating the effectiveness of marketing programs, provided market analysis and insights to senior management
- Handling day-to-day Social Media Optimization (SMO) activities. Campaign planning, implementation, budget management, performance review, and optimization of paid Campaigns.

HIGHLIGHTS

- Formulating digital strategy for delivering best ROI for campaigns on various result-oriented matrices of CPC and CPM.
- Promotion and innovation pipeline strategy with responsibility Highlights:
 - Increased organic page like of Face Book (60%)
 - Increased organic page like of Instagram (70%)
 - Initiated digital initiatives and improved campaign click through rates (0.25% Vs 0.2% Average)
 - Lead generation is hacked by sound growth, cropped conversions up to 30 percent.

ACADEMIC DETAILS

- PGDM Marketing & Finance, Accman Institute of Management, Gr. Noida in 2011 in 1ST Div.
- Fashion Designing from United Institute of designing, 2001-2004 in 1ST Div.
- Graduation in commerce stream in 2000 in 2nd Div.

CERTIFICATIONS

- Pursuing Executive Program in Strategic Digital Marketing & Analytics Program from IIM Rohtak.
- Google Ads Display Certification by Google Digital Academy.
- Google Ads Search Certification by Google Digital Academy (Skillshop).
- Google Analytics by LinkedIn Learning · Course Certificate
- Search Engine optimization by LinkedIn Learning · Course Certificate
- Continue Professional Experience (CPE) by NISM
- Certification in Fundamentals of Digital Marketing by Google Digital.

OTHER SKILLSET

- Knowledge of MS Office, Excel, V-lookup, Logics, PPT.
- Creative tools: Coral Draw, Canva, Filmora, and Scribed.

INTEREST & HOBBIES

- Travelling, beautifying things, Experiments, Celebrations, Exploring new things, Music occasionally, and Fashion.

STRENGTH & WEAKNESS

- Adoptable to work in all situations,
- Creativity,
- Communication skills,
- Leadership, Critical & strategic thinking skill.
- Enthusiasm,
- Hunger to learn,
- Dedicated to improvement,
- Work discipline, but Unorganized.

PERSONAL DETAILS

Date of Birth: 13TH November 1978

Languages Known: English and Hindi

Place: Kanpur