|  |
| --- |
| Curriculum Vitae |

Aditya

Aditya.361358@2freemail.com

|  |
| --- |
| **Professional Synopsis** |

* Enthusiastic digital marketing professional with **7 years of experience** in the field.
* **Google AdWords Search & Display certified**professional with agency + client side experience for planning and executing digital marketing strategies.
* A savvy digital project manager with successful track record in leading digital marketing campaigns for brands and agencies in the *travel, hospitality, finance, insurance, law*, and other industry verticals.
* Having hands on experience on Search Engine Marketing tools and platforms like Google AdWords, Google Analytics, Google Search Console, Moz, SEMRush, MajesticSEO, Marin, Brightedge, Omniture SiteCatalyst etc.
* Works on data driven marketing approach, deriving insights from internal and external resources.
* Has undergone extensive training in programming, web development and designing which helps in understanding campaign/project requirements from technical and creative perspective.

|  |
| --- |
| **Professional Experience** |

**[Digital Marketing Manager] [Hyatt Hotels Corporation - Dubai] [April2014–March 2017]**

**Hyatt** is global hospitality company with widely recognized, industry leading brands and a tradition of innovation developed over more than five decades of history.

**Job Responsibilities:**

As Digital Marketing Manager I am responsible for the strategy and execution of digital media, related e-commerce activity and driving Search (SEO & PPC), Display and Social strategy for the luxury hotels in Dubai. I support hotel marketing by developing digital marketing strategies and managing the Digital Agency and partner relationship.

 Some of the key processes include but are not limited to:

* Setting overall **digital marketing (SEO, PPC, Display, email,and Social) strategy** direction *to help drive room and ancillary revenue streams* (i.e. F&B, spa, meetings& event places) performance.
* Conducting**website optimization (SEO)**to ensure top natural search results visibility for target keywords. Scope includes 6 hotel websites and ancillary revenue stream websites for F&B, Spa and hotel apartmentsfor the region.
* Plan, develop and deploy **paid media campaigns**for effective marketing budget investment across *PPC, display, social media, email* and affiliate channels on an annual and tactical basis.
* Ensure that performance of all paid media initiatives is measured.
* **Managing partner agency relationship** to implement performance based remuneration model and collaborate to develop annual business plans for the hotels to ensure sound comprehensive strategic recommendations and *ensure ROI goals are achieved* across digital channels.
* Ensure successful implementation of **mini-website development** projects for ancillary revenue stream outlets through proper resource management and coordination.
* **Fostering partnerships** with online partners and **influencers** (**bloggers** and review sites) for additional online visibility.
* **Measurement and reporting** of all digital marketing activities to the stakeholders using available analytics tools, obtaining data driven insightsfor informed marketing decisions and process improvement.
* Provide **training and educate internal resources** on digital marketing techniques, web technologies, latest trends and brand guidelines for Social Media, SEO, PPC & other online paid media channels.

Growth Path: Joined as Digital Marketing Executive, promoted to the position of Digital Marketing Manager in September 2015.

**[Project Coordinator] [WSI Search Results] [Jan.2011– Mar.2014]**

**WSI Search Results** is IT Company serving WSI consultants across the globe. Headquartered in Toronto, Canada it specializes in Search Engine Optimization, Social Media, Website Development, Website Designing, Content Writing, Landing Pages and Conversion Architecture Optimization.

**Job Responsibilities:**

* Client Interaction and Preparation of Proposals
* Managing Team of SEO Experts
* Team Building and Training
* Quality Assurance and Deliverability by Team
* **Work with Website Development Team to Build Search Engine Friendly Websites**
* Detailed Evaluation of Websites
* **Keyword Analysis**
* **Website Optimization**
* Making Strategies for Off-Page Optimization
* Logging and Monitoring Project Progress
* Website PerformanceReviews and Analysis using Google Analytics
* Perform periodic (monthly) health check of the websites.
* Analyze Webmaster Tools data (impressions, clicks, click-through rate, conversion rate, actions, etc.) to advice on best optimization practices.
* **Worked on 100+ websites from various industry niches and countries**.
* Worked with clients from US, Canada, UK, Netherlands and UAE.

Growth Path: Joined as SEO executive, promoted to the position of Project Coordinator in October 2011.

**[Sr. e-Marketing Executive] [CapitalVia Global Research Limited] [Oct. 2009 – Jan. 2011]**

**CapitalVia Global Research Limited** is investment advisory company which provides recommendations for investment in Indian stock(NSE & BSE) and commodity markets (MCX & NCDEX).

**Job Responsibilities:**

* Website optimization for organic search performance improvement
* Drive traffic and leads through the website following digital marketing best practices
* Brand Promotion and Awareness
* Improve user experience and engagement based on analytics insights
* Performance analysis and feedback on increasing website conversion rate
* SMS and e-mail Marketing
* PPC advertising (Google AdWords)
* Social media and paid advertising on Facebook

**Achievements and Accomplishments:**

* + Awarded “*Performance Excellence Award*” from The CEO of the company Mr. Rohit Gadia for increasing the conversion rate of the website and continuous outstanding performance as a fresher.

Growth Path: Hired as e-Marketing executive via college campus recruitment, promoted to Sr. e-Marketing executive position.

|  |
| --- |
| **Academic Qualification** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Board/University** | **Degree Awarded** | **School/College** | **%age** |
| 2010 | DAVV | MBA(e-Commerce) | Institute of Management Studies, Indore, India | 79 |
| 2008 | DAVV | BBA(e-Commerce) | Institute of Management Studies, Indore, India | 65.5 |
| 2005 | CBSE | 10 + 2(Math + Science) | The Aditya Birla Public School, Nagda, Dist. Ujjain, M.P, India | 68 |
| 2003 | CBSE | 10 | The Aditya Birla Public School, Nagda, Dist. Ujjain, M.P, India | 75 |
|  |  |  |  |  |
|  |  |  |  |  |

**Key skills:** Search Engine Optimization, Pay-Per-Click Advertising, Web Analytics, Social Media Marketing, Display Advertising, Communication Capabilities/Client Relationships, Industry & Competitive Analysis, Website Planning & Designing and Project Management.

I hereby declare that all the information given by me is true to best of my knowledge.

**Date:**