

Ritika

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SUMMARY

A passionate and results-oriented Digital Marketing Specialist with over 4 years of experience in crafting and executing data-driven campaigns across SEO, SEM, social media, content marketing, email marketing, and blogging. Proven ability to leverage these channels to drive brand awareness, generate leads, and achieve business objectives. Skilled in utilizing industry tools like Google Analytics, SEMrush, and Moz to measure performance and optimize campaigns for maximum impact. Eager to contribute to a company's global growth strategy and take on challenging roles in digital marketing.

SKILLS SUMMARY

- **Digital Marketing Tools:** Google Analytics, Google Ads, Moz, SEMrush, Ahrefs, Screaming Frog
- **Social Media:** Facebook Ads, Instagram Ads, LinkedIn Campaigns, Quora Marketing, Hootsuite
- **Content Management:** WordPress, HubSpot, Mailchimp, Constant Contact
- **SEO:** On-page and off-page SEO strategies, Content Optimization, Keyword Research, Competitor Analysis
- **Email Marketing:** Snov, Mailchimp, ActiveCampaign, Constant Contact, A/B Testing, Campaign Performance Analysis
- **Marketing Campaigns:** Campaign Management, Lead Generation, Content Strategy, Influencer Outreach, Blogging

PROFESSIONAL EXPERIENCE

- **Vizitor** Mohali, Punjab
Jun 2020 - Present
Digital Marketing Manager
 - **Multi-Channel Marketing:** Spearheaded development and execution of marketing campaigns (Social Media, Google Ads, Quora, Email Marketing, Website Content), leading to a 70% increase in brand awareness and 50% growth in leads.
 - **Content Strategy:** Crafted high-performing blog content optimized with long-tail keywords, resulting in a 40-60% boost in unique website visitors and organic traffic.
 - **SEO Optimization:** Orchestrated a 90% improvement in website page speed through strategic on-page SEO optimization, enhancing user experience and engagement.
 - **Lead Generation:** Generated qualified leads by developing compelling white papers, case studies, and industry-specific blog content.
 - **Email Marketing:** Led email marketing campaigns that resulted in a 20% increase in open rates and better customer engagement.
- **Viithiisys Technologies** Mohali, Punjab
Dec 2019 - Jun 2020
Digital Marketing Intern
 - **SEO Blogs:** Authored and edited SEO-focused blogs, social media posts, and email campaigns, incorporating relevant keywords through in-depth research.
 - **Google Search Console:** Utilized Google Search Console to identify underperforming content and implemented corrective measures for improved organic ranking.
 - **Campaign Analytics:** Monitored and analyzed email and social media campaigns, employing A/B testing and data analysis tools (Google Analytics, SEMrush, Moz) to optimize content, design, and SEO for maximized reach and engagement.

PROJECTS

- **Vizitor:** Developed comprehensive digital marketing strategies for workplace management solutions, including social media campaigns, content marketing, and SEO, resulting in a 30% increase in traffic and 50% lead generation growth. vizitorapp.com
- **Fitelo:** Implemented digital marketing strategies for a diet and wellness app, leading to improved user engagement through targeted email campaigns and social media ads, increasing overall visibility and user retention. fitelo.co
- **Famstar:** Devised social media marketing strategies to increase influencer engagement, resulting in greater visibility for brand campaigns across multiple social media platforms.
- **Novagems:** Managed SEO and social media strategies, leading to significant growth in traffic and brand presence. Implemented keyword research, on-page SEO tactics, and content creation that contributed to increased rankings and improved site traffic.
- **Pass Bharat:** Handled social media accounts for Pass Bharat, driving engagement and brand awareness through strategic content and SEO.
- **Leadhooper:** Prepared content for Leadhooper's website, which focuses on advanced CRM solutions. leadhooper.com
- **HearClear:** Created content for HearClear's website, contributing to the overall brand message and online visibility. hearclear.in

SKILLS AND CERTIFICATIONS

- **Certifications:** Google Analytics Certified, SEMrush SEO Certified, HubSpot Content Marketing Certified
- **Languages:** English, Hindi, Punjabi
- **Tools:** Proficient in MS Office Suite, Trello, Asana, and Slack for project and campaign management

EDUCATION

- **Southern Alberta Institute of Technology (SAIT)** Canada
Diploma in Data Science (Pursuing) *2024 - Present*
- **DAV Institute of Engineering and Technology** Punjab, India
Bachelor of Technology (BTech) in Information Technology *2017 - 2020*
- **Diploma in Computer Engineering** Punjab, India
Diploma in Computer Engineering *2014 - 2017*