ANUJ SHARMA
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CAREER OBJECTIVE

A Digital Marketing Professional with varied and strong knowledge of achieving business goals through implementation of various digital marketing campaigns. I come with more than 10+ years of digital marketing experience. Constantly looking for new opportunities in digital marketing space and suggest the most appropriate testing. Delivering campaign success under tight deadlines and high pressure at times. Testing New Innovative Products to grow sales of the company.

PROFESSIONAL WORK EXPERIENCE

MY CURRENT EMPLOYMENT

T and T Group Pvt.Ltd **6/2021 to Present**

Website: www.tandtgroup.in/ **Designation**– Digital Marketing Manager
I am working with **T and T Group**. we are all about building a family, comprised of customers, clients, partners and associates that has good internal and external communication. Noida Sec-62.

MY CURRENT EMPLOYMENT

The Marcom Avanue **11/2020 to 01/2021**

Website: www.themarcomavenue.com/ **Designation**– Paid Media Specialist
I am working with **The Marcom Avenue**. Integrated Marketing & Communication Agency in gurgaon that offers integrated marketing and communications including PR, tech, films, ads & more. Company in 2nd Floor, Landmark, Ashok Marg, South City I, Gurugram.

JOB RESPONSIBILITIES AND DUTIES

DeetyaSoft Pvt Ltd

05/2015 to 09/2020

Website: http://www.deetyasoft.com/ **Designation**– Digital Marketing Manager
I am working with **DeetyaSoft Pvt Ltd**. It & IVR Services Providers Company in C-12 Sec-10 Noida.

- **Search Engine Optimization (SEO)**: Developing strategies to increase the number of visitors to a website by achieving high-ranking placements in search results.
- Managing SEO Project on all Search engine.
- **Social Media Optimization**: Expertise with best practices and functionality of major social media channels including Facebook, Instagram, Twitter, YouTube, Instagram, LinkedIn, Pinterest, etc
- **Online Reputation Management**: Generated all sales and clientele. Posting positive online reviews for business, whle petitioning the negative reviews for removal. Thus increasing their (Google) star rating while generating higher online presence.
- **Social Media Marketing**: Developing a distinct online presence by attracting high numbers of internet followers through social media channels such as Facebook, Twitter, LinkedIn, Youtub and Instagram.
- **Search Engine Marketing (PPC/CPC) campaigns**: Sponsored online advertising paid for by the business to appear alongside non-paid search results.
- Develop and implement PPC strategies.
- Innovate and present new marketing platforms and strategies.
- Forecast marketing campaign growth and ROI for marketing campaigns
- Keep abreast of new social media sites, web technologies, and digital marketing trends & implement these new technologies in developing campaigns and update current campaigns to include new information.
- Create and manage link building strategies, content marketing strategies, and social media presences.
- Managing PPC Campaigns on **Google Ads, Facebook, Taboola, Hotstar, Traffic Factory Ads**,
- Improving Quality Score of the Campaigns by increasing relevancy of the ads with the corresponding Keywords and landing pages.
- Remarketing, Display, Search, ads customizer,
- New Campaign Research & Creation, Competitor Research.
- Targeting –Search, Contextual placement.
- Creation of Effective Campaigns and Ad groups.
- Writing Compelling Ad Copies.
- Keyword Grouping using Broad Match, Exact Match, Phrase Match, Negative Match Techniques Insertion of Google
- Google Analytics Report Study and Comprehension.
- .Email Marketing,
- GTM Implement in Website.

PREVIOUS EMPLOYMENT

Clear Path Technology **05/2009 to 05/2015**

Website: http://www.clearpathtechnology.com/ **Designation**– **Web Master Executive**

I have worked with **ClearPath Technology**. an Online Marketing and Website Designing, Development Services Providers Company Based in Dwarka Sec-10 (Headquartered).

PROJECT EXPERIENCE PAID

- Tata Housing
- Nilaya
- KVD Group
- Migsun
- London Mart
- Radhika Homes
- Super Tech
- M2K India

SOME PROJECTS PORTFOLIO

Project: - www.ivrguru.com

S.No	Keywords	SERP Position		
		Google.co.in	Google.com	Bing/Yahoo
1	IVR Services	1st Page	1sh Page	1st Page
2	ivr services in india	1st Page	1st Page	2nd Page
3	virtual number provider	1st Page	1st Page	1st Page
4	toll free number provider	1st Page	1st Page	1st Page
5	virtual mobile number providers	1st Page	1st Page	1st Page
6	click to call service providers	1st Page	1st Page	1st Page

EDUCATION QUALIFICATION

- Pursuing MBA From Swami Vivekananda Institute
- B.A Sunrise University (Rajasthan)2015
- 12th from CBSE Board 2008
- 10th from CBSE Board 2006

TECHNICAL CERTIFICATION

- **Google Ad-word Certified**
- **Google Analytics Certified**

- **Operating Systems** : Window XP, Vista, Window 7
- **Scripting Language** : HTML
- **Data Base** : MS Office – Word, Excel, Power Point, Outlook
- **Designing Tools** : Dreamweaver, FTP, Control Panel, Admin, Notepad++

PERSONAL PROFILE

Father's Name	:	Late Devendra Sharma
Date of Birth	:	05th Sep 1989
Gender	:	Male
Nationality	:	Indian
Religion	:	Hindu
Language Known	:	Hindi & English
Marital Status	:	Single
Hobbies	:	Net Surfing

DECLARATION

I hereby declared that the above-furnished details are true and best of my knowledge.

Dated: ___/___/2022

Place: New Delhi ***ANUJ SHARMA***