

GAUTAM SHARMA

DIGITAL MARKETING MANAGER



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About Me

- With over 6 Years of experience across diverse industries and sectors, backed by certifications and extensive knowledge in the field.
- Skilled in creating and effectively executing both paid and organic marketing strategies with the ability to track and measure (KPIs) to optimize marketing strategies and improve return on investment (ROI).
- Strong communication skills and problem-solving abilities to identify organizational needs and results-oriented professional with a track record of achieving success through effective marketing campaigns and strategic decision-making.

Experience

Macro Solutions - Phnom Penh, Cambodia (February 2024 - Present)

Digital Marketing Manager - Onsite

- Oversaw comprehensive digital marketing operations including Influencer Marketing for B2B and B2C industries such as **leading Banks, Automobile companies, FMCG, etc.** in the **Asia Pacific region**.
- Increased engagement by **20–25%** through targeted influencer collaborations and paid campaigns.
- Develop and implement customized digital marketing strategies for a diverse portfolio of **international clients, promoting brand development and online presence**.
- Working closely with senior management and directors during client meetings to align marketing initiatives with business goals and obtain stakeholder consensus.
- Monitor performance metrics and analytics, continually optimizing campaigns to achieve and exceed client objectives.
- **Leading a dynamic team** of digital marketing professionals, ensuring effective collaboration and high-quality results.

Sugal & Damani Group of Companies (November 2021 - February 2024)

Senior Digital Marketer

- At S&D Group, Managed a diverse range of international and domestic in-house projects and have demonstrated exceptional **project management skills** and the ability to meet strict deadlines.
- Implemented comprehensive Facebook and Google campaigns for various industries including **Events, IT, Healthcare, and Education**, resulting in increased brand visibility and leveraging advanced targeting techniques and optimization strategies to drive qualified leads and conversions.
- Played a key role in identifying and engaging with influencer marketing. Furthermore, **email and WhatsApp marketing** initiatives promote products and services, thereby improving brand reputation and increasing sales.
- Maintained a strong average conversion rate of **12–18%** in education and event campaigns, exceeding industry benchmarks and contributing to revenue growth in collaboration with my team and manager.
- Collaborate closely with the creative team to develop innovative social media organic campaigns, that effectively pre-communicate key messages and enhance brand image.

Alliances Galore {Thriwe} (December 2020 - November 2021)

Digital Marketing Executive

- Successfully planned and executed B2B marketing campaigns that resulted in significant **business growth and established partnerships** with leading international companies.
- Developed and implemented strategic marketing plans to target international clients through a combination of organic and paid marketing channels, including LinkedIn Sales Navigator, Facebook, Google Campaigns, and Email Marketing.
- Collaborated with team members to collect and analyze industry-specific data from various sectors such as hospitality, retail, restaurant, entertainment and travel through some **web scraping tools and Python**.
- Conducted extensive market research to identify trends, opportunities, and competitive landscape, providing valuable insights for strategic decision-making.
- Engaged in continuous research and development activities, staying up-to-date with industry trends and find innovative solutions to address the challenges faced by the company.

Grabbit Media Pvt. Ltd. (September 2019 - August 2020)

Digital Marketing Executive

- Demonstrated expertise primarily in SEO & Social Media Paid Marketing, Successfully managed digital marketing projects for a diverse domestic client base and Maintained a proactive approach to client's communications, and resolved queries.
- Conceptualized and implemented social media paid campaigns for real estate and e-commerce clients, driving **10–15% increase in website traffic** and **5% conversion rate**.
- Utilized various tools like Google Analytics, Webmaster, Ahrefs, SEMrush, Facebook Ads Manager and HubSpot to effectively integrated and tracked organic & paid media results and generate monthly reports for clients.
- Spearheaded **on-page and off-page SEO strategies**, optimized websites for search engines by analyzing and implementing relevant keywords, fixed errors, created engaging blog content, and built a strong network of backlinks.
- Implemented to improve website ranking and increase organic traffic, resulting in increased visibility and online presence for customers.

Incrementors Web Solutions (June 2018 - July 2019)

SEO Executive

- Started my career as an Intern and worked as an Employee in the same company which gives me experience in implementing SEO strategies for international clients across diverse industries including IT, E-commerce, Real estate, and product and services.
- Expertise in **Online Reputation Management (ORM)** for improving positive online presence, managing on-page, off-page and technical SEO tasks for all international clients, and ensuring optimal website performance and visibility in search engine results.
- Worked closely with team members to optimize websites using various Content Management Systems (CMS) such as **WordPress, Shopify, Magento, Bigcommerce, and Joomla** and executed basic SEO strategy including keyword research, on-page optimization, link building acquired knowledge and skills in doing, and understanding the Google algorithm.
- Conducted keyword research, link building, and data-driven SEO strategies that **increased organic traffic by 20%, ranked 50+ keywords** in Google's top 20, and **increased qualified leads by 15%**.

Education	June 2021 - April 2023	Institute of Management Technology, Ghaziabad Course - Master of Business Administration Specialization - Marketing
	July 2018 - November 2020	Jamia Hammad University, Delhi Course - Bachelor of Business Administration Specialization - Marketing and Business Management

Certifications	<ul style="list-style-type: none">• Become an AI-Powered Marketer Certification course from Semrush.• Email Marketing Certification by HubSpot.• Certified by Facebook "Introduction & Promote Your Business from Your Facebook Page"• Certified by Facebook "The Campaign Performance with Ads Manager"• Fundamentals of Digital Marketing Certified by Google.• Digital Marketing Certification course from Learnvern.• Certified in Basic Computer and MS Office.
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Skill Highlights	<ul style="list-style-type: none">• SEO, SMO, SEM & Keyword Optimization• Knowledge of Web Scraping Tools• PPC & Social Media Campaign• Knowledge of Different CMS• Creativity & Problem solving• Teamwork & Leadership• WhatsApp Marketing• R&D Management• Content Strategy• Email Marketing
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Strength	Interest
<ul style="list-style-type: none">• Positive Attitude & Commitment towards work.• Hardworking & Quick Learner• Good Communication Skills• Good in Team Work	<ul style="list-style-type: none">• Listening and Creating Music (Music Producer).• Travelling Historical Places.• Pen Sketch Artist.