



CONTACT

pankajsharma.delhi93@gmail.com

+91-9958278969

209-D, Pocket-E,
L.I.G. Flats, G.T.B. Enclave,
Delhi-110093

EDUCATION

PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

2014
DMI-NIIT

PGDBA MARKETING, HR

2009-2011
SCDL-PUNE

PG DIPLOMA MASS COMMUNICATION

2005-2006
Bharatiya Vidya Bhawan

BACHELOR OF ARTS

2000-2003
SOL-DELHI UNIVERSITY

PLATFORM SKILLS

NetCore - Offer18 - HasOffers
- Google Analytics - Search
Console - Google Adwords -
Facebook Ads

AWARDS

Pillar of Success Award
Nov 2007, Mar 2009
Jan 2015, Jun 2015

DOB: 15TH OCT 1982

PANKAJ SHARMA

Manager-Digital Marketing

HelloTravel.com

ABOUT

I am an adaptive, highly dedicated, self-motivated & a skilled Digital Marketing Specialist having **total work experience of 13+ years**. In my love to the digital marketing, I have built proven specialization in different areas of **Affiliate Marketing, Email Marketing, PPC (Google Adwords, Facebook), Content Marketing and SEO (On-Page, Off-Page)**.

CURRENT PROFILE HIGHLIGHTS

- **Affiliate Mktg:** Responsible for managing key advertiser accounts and affiliates with overall management. Tracking performance, handling business relationships for ROI driven process.
- **ADWORDS & SEO:** Was responsible for setting up content marketing strategy from ideation to publication and marketing for user engagement. Strategizing campaign set-up to drive quality travel leads. Continuous optimization to achieve set KPIs of reduced CPC and CPA alongwith ensure better ROI
- **EMAIL:** ROI driven Performance email marketing for leads generation. Monitoring domain/IP via tools like Google Postmaster, Senderscore, MxToolBox etc.



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DIGITAL MARKETING MANAGER HELLOTRAVEL.COM

JUNE 2014 - PRESENT

- Managing the complete Affiliate Marketing Business for HelloTravel.
- Also managed Travel Lead generation via different sources, data analysis & content creating strategy
- Manged separate campaigns of Email, Adwords, Facebook, SEO (On-Page, Off-Page techniques)

ASST. MANAGER-BUY LEADS INDIAMART.COM

JAN 2012 - MAY 2014

- Strategy and execution of email programs, SMS campaigns to drive the consumption of Buy Leads
- Optimization of Email, SMS campaigns in terms of content, sent timings, A/B testing to grow the Buy Leads consumption
- Monitoring of Buy Leads consumption pattern via daily, weekly product CRM reporting, Google Analytics

SR. EXECUTIVE-CONTENT INDIAMART.COM

JUL 2007 - NOV 2011

- Research & development of Content for different sections of www.surfindia.com which was the International Projects Deptt of IndiaMART. I used to do keywords research and develop content to optimize it for SEO covering various topics like cars, bikes, food, festivals, gift items, recipes etc.