

ANKUR NAUTIYAL

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Personal Particulars

Date of Birth : 23rd November 1988

Nationality : Indian

Gender : Male

Residential Address : House No. 29-C, CPWD Colony, Vasant Vihar, Delhi, India - 110057

SUMMARY

- A Google AdWords certified and result oriented digital marketing professional with more than **Four Years** of experience in effectively handling the digital marketing campaign management operations
- Dexterous in analyzing clients' business requirements and devising appropriate pay per click campaigns to enhance the brand reach/customer engagement
- Adept at search engine optimization, social media optimization and social media marketing to enhance the reach of the organizational websites/web pages
- Adroit in conducting keyword research and developing engaging PPC Ads on Google, Bing & Facebook platforms
- Deft at fetching the campaign performance reports by using Google analytics tool and optimizing the campaigns for the best possible outcome
- Profound knowledge of handling lead generation/conversion operations through the digital marketing campaigns
- Scrupulous in enhancing the quality score of the keywords / Ads and minimizing the cost per click of the Ad
- Proficient in SEO techniques of on-page optimization, off-page optimization, white hat techniques and enhancing the rank of the website / position in the search engine results page

SKILL SET

- Google AdWords
- Lead Generation
- Google Analytics
- Digital Marketing
- Strategic Planning
- Pay Per Click Advertising
- Keyword Research
- On-Page Optimization
- Off-Page Optimization
- Social Media Marketing
- Campaign Management
- Search Engine Marketing
- Ad Content Development
- Google Webmaster Tools
- Search Engine Optimization

EDUCATION

- Master of Business Administration in Information System Management from Sikkim Manipal University, India - 2013
- Bachelor of Technology in Computer Science Engineering from Punjab Technical University, India - 2010
- Diploma in Computer Science Engineering from Punjab Board of Technical Education and Industrial Training India - 2007

CERTIFICATIONS

- Certification in Google AdWords Pay-Per-Click Advertising from Google
- Certification in Oracle 9i - Database Administration from Oracle University

Work EXPERIENCE

Organization	Designation	Duration
Digital Media Conversions	Marketing Head	July 2017 - Till Now
Chamber of Salman Khurshid, New Delhi, India	Digital Marketing Engineer	May 2015 - May 2017
Softtrix Web Solutions, Mohali, India	Digital Marketing Executive	Dec 2012 - Apr 2015
Tata Business Support Services, Mohali, India	Junior Engineer - Database Administrator	Nov 2010 - Nov 2012

Key Responsibilities

As a Marketing Head

- Managed the overall digital marketing campaigns for the clients.
- Researched and analyzed the strategies for the social media campaigns / platform finalizations
- Conducted competitive research and identified the core key words / target audience
- Optimized the various pages of the company in-sync with the requirements of various social media platforms to enhance the reach of the companies' web pages among the target audience
- Explored various online media marketing opportunities including mobile apps, social media platforms, blogs and online forums to maximize the business reach.
- Executed social media engagement and brand awareness campaigns
- Developed the content, banners and images of the organization's websites
- Fetched and analyzed accurate reports of the website performance metrics for proper website management
- Employed various web analytics tools and evaluated the performance of the organizations websites
- Analyzed the performance of the websites and made necessary optimizations to improve the performance
- Maintained an up-to-date cognizance of the digital marketing trends
- Collated and organized the database of the websites
- Implemented various off-page, on-page optimization and white hat techniques and enhanced the position of the website in SERP
- Handled the SEO for "<https://www.heartsticker.com/>" (U.S Ecommerce company), "<https://aayaayoga.com/>", "<https://kashishyoga.com/>", "<https://www.fusionyogaindia.com/>".
- Created and Managed the paid marketing campaign for "<https://dtplabs.com/>" and "<https://kashishyoga.com/>".
- Organic Instagram Marketing for "@heartinoregon" and "@heartstickerco".

As a Digital Marketing Engineer

- Managed the overall digital marketing campaigns of the firm
- Researched and analyzed the strategies for the social media campaigns / platform finalizations
- Conducted competitive research and identified the core key words / target audience
- Optimized the various pages of the company in-sync with the requirements of various social media platforms to enhance the reach of the companies' web pages among the target audience
- Explored various online media marketing opportunities including mobile apps, social media platforms, blogs and online forums to maximize the business reach
- Executed social media engagement and brand awareness campaigns
- Developed the content, banners and images of the organization's websites
- Fetched and analyzed accurate reports of the website performance metrics for proper website management
- Employed various web analytics tools and evaluated the performance of the organizations websites
- Analyzed the performance of the websites and made necessary optimizations to improve the performance
- Maintained an up-to-date cognizance of the digital marketing trends
- Collated and organized the database of the websites
- Implemented various off-page, on-page optimization and white hat techniques and enhanced the position of the website in SERP
- Established quality back-links with trusted websites and enhanced the rank of the website
- Involved in content development operations and contributed well researched keywords in the content
- Stayed abreast with the Google updates and remained active on Moz, Alexa
- Handled the digital marketing operations of the organization's multiple websites including www.salmankhurshid.com, www.chamberofsalmankhurshid.com, www.dpsworldfoundation.com, www.drzakirhusainmemorialtrust.com, www.myfarrukhabad.org, www.hindbhartiyaamfoundation.com

As a Digital Marketing Executive

- Managed multiple pay per click advertising campaigns on various platforms including Google, Bing & Facebook
- Enhanced the quality score of the key words/PPC ads and minimized the cost per click of the ads
- Researched the industry specific online trends/search terms and maximized the keyword data
- Conducted the keyword research & developed engaging PPC campaigns in sync with the client's marketing goals
- Analyzed the advertisement objectives/target audience and developed the PPC campaign strategy / Ad content
- Ensured that the campaigns are in compliance with the budget constraints and run efficiently
- Generated and maintained the reports of negative campaigns
- Fetched the campaign reports on a daily basis and formulated the monthly / weekly reports
- Assured accuracy in the Ad content and ensured that the product requirements are clearly defined / delivered
- Planned and executed various test campaigns to enhance the overall campaign performance
- Developed proposals for the cross functional teams which identify the marketing opportunities beyond PPC campaigns
- Monitored the PPC campaigns performance and ensured the generation / conversion of quality leads

As a Junior Engineer - Database Administrator

- Maintained the back-up sheets of the log files
- Performed the hot and export back-up activities
- Organized the space management operations of the portal sites
- Formulated the Tata Sky check-list
- Conducted the ARP Cache clearance activity
- Maintained the patch management sheets

TRAINING

- Six months Advanced Digital Marketing course from Kangaroo Wings, India
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References will be provided upon request