

KARAN CHAUDHARY

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DIGITAL MARKETER

With over 1 years of expertise, I create data-driven SEO and paid advertising programmes (Facebook Ads,Google Ads) to promote user acquisition and business growth. Competent in keyword research, on-page optimisation, link building, and creative optimisation for optimum effect. Use Google Analytics and SEO tools to analyse and improve website performance for quantifiable outcomes.

KEY COMPETENCIES

Keyword Research
Social Media Marketing
Facebook ads

On-Page Optimization
Google Analytics
Google adwords

Off-Page Optimization
Google Ads
Google search console

PROFESSIONAL EXPERIENCE

interglobe Tecnology (Backoffice Agent 2 Year) Bpo

2021 -2023

For the past two years, I enjoyed working as a Backoffice Agent (Process Associate) with IGT Solutions, specialising in cashout allocation. My position involved ensuring that cashout operations ran smoothly and accurately, keeping thorough records, and adhering strictly to business regulations. To ensure a smooth operation, I developed my data input, verification, and discrepancy resolution abilities. This experience reinforced my abilities to work effectively, handle sensitive information with care, and contribute to a smooth back-office operation.

INTERSHIPS

July 2023 -Dec 2023

Digital Marketing Internship (Digiperform, 6 months)

Gained practical experience in various digital marketing disciplines, including SEO, content marketing, and social media management. Assisted in campaign execution and analysis, contributing to overall marketing strategy.

Seo Internship (Corewave,3 months)

Jan 2024 - March 2024

During my 3-month SEO internship at Corewave, a mobile app development company, I gained valuable experience applying SEO principles in a unique environment. I focused on optimizing app store listings and user experience to ensure the apps were easily discoverable by potential users. This included tasks like keyword research (if applicable) and potentially utilizing A/B testing to refine listing elements for maximum conversion. This experience provided me with a strong foundation in SEO best practices specifically tailored towards the mobile app landscape.

Social Media Optimization (Rankson perfumes, 3 months)

March 2024 - May 2024

3-month internship at Rankson Perfume equipped me with a strong foundation in social media optimization. I played a crucial role in crafting engaging content that resonated with their target audience, fostering brand awareness and boosting engagement. This involved tasks like developing content calendars to ensure a consistent flow of posts, managing various social media platforms to maintain brand presence, and analyzing audience demographics and engagement metrics to understand what resonated best. This hands-on experience provided me with valuable insights into leveraging social media as a powerful tool to achieve marketing objectives.

Easy solution (Digital Marketing Executive)

May 2024 - Current

In my current role as a Digital Marketing Executive, I leverage data and analytics to craft high-performing digital marketing strategies that drive user acquisition, brand awareness, and lead generation. I oversee a multi-channel approach, utilizing specific channels like SEO, social media marketing, paid advertising to reach our target audience and achieve business objectives. This data-driven approach allows me to constantly optimize campaigns and ensure measurable results.

EDUCATION & CERTIFICATIONS

Bachelor In Ba Programme 2016-2020

Delhi university (Sol)

Travel and Tourism 2020-2021

YMCA

Digial marketing 2022-2023

Digiperporm

Senior Secondary School

st Stephin school (Cbse)

Tools

Canva , Facebook ad , creative hub, Fanpage karma,FB Ad Library, Buffer, Meta pixel helper, Ubersuggest,Sem Rush,Search Console, Google Analytics , Moz Bar , Seoptimer,Answer the Public Google Page Insights,Amadeus