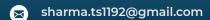


Results-driven marketing and communication professional with 5 years of experience driving business growth through strategic digital marketing campaigns and effective corporate communication. Proven track record of success in:

- Developing and executing comprehensive digital marketing strategies across social media, email, and paid advertising channels
- Crafting and disseminating key messages to diverse audiences through corporate communication channels
- Building and maintaining strong media relationships and reputation management
- Collaborating with cross-functional teams to achieve business objectives
- Analyzing and reporting on campaign performance to inform data-driven decisions

CONTACT INFO





Tushar Sharma

Corporate Communications Professional | Digital Marketer Performance Marketing | Budget Planning | Media Planning



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+91 8800 610 277



WORK EXPERIENCE



March 2023 - Present (1 year 6 months)

Content Creation: Create and curate engaging and relevant digital content, including social media updates, videos, infographics, and more.

Social Media Management : Manage the company's social media profiles, including posting content, responding to comments and messages, and tracking social media analytics. **Implement strategies** to grow the company's online presence and engage with the target audience.

Digital Advertising: Develop and manage digital advertising campaigns, including pay-per-click (PPC) advertising, display ads, and social media ads. Optimize ad spends to achieve the best ROI.

Website Management : Oversee the company's website to ensure it is up-to-date, user-friendly, and reflects the organization's branding.

Digital Strategy Development : Develop and execute a comprehensive digital communication strategy aligned with the company's overall goals and objectives.

Analytics and Reporting: Use digital analytics tools to track and analyze the performance of digital communication efforts. Provide regular reports and insights to inform decision-making and improve strategies.

Budget Management : Develop and manage budgets for digital communication initiatives, ensuring efficient allocation of resources.

Vendor and Agency Management : If necessary, work with external digital agencies or vendors to execute specific digital communication tasks or campaigns.

College Dekho Assistant Manager (Digital Marketing)

March 2022 - March 2023 (1 year 1 month) Gurugram, Haryana, India

I have been part of **key vertical** which generates the majority of the revenue.

- Act as the single point of contact for clients for digital management matters.
- Suggest, design, and implement digital projects to increase customer ROI
- Build strong, long-term client relationships and maintain frequent contact.

- Handling accounts like Jain University NICMAR Business School, University 18, MPGI, Cosmos Creative Academy Mumbai, Arena Animation, etc.
- Present social media strategies, report on web performance metrics, and analyze digital campaign success.
- Travel across the country for client meetings, reviews, and renewals.

Serendipity Arts Foundation Digital Marketing Specialist (A Munjal Initiative for Creativity)

May 2017 - March 2022 (4 years 11 months) Defence Colony, Delhi, India

- · Conduct social media audits to ensure best practices are being used
- Direct and execute all aspects of paid marketing efforts including implementation, monitoring, optimization, analysis and reporting.
- Interact with Artists / clients to understand the brief, discuss solutions and to regularly update them on the progress of various activities.
- Ensure greater efficiency and effectiveness across all digital channels (display, social, video/OTT, mobile, affiliate, etc.) and generate ROI.
- Launching and optimizing pay-per-click (PPC) campaigns for a range of clients.
- Drive search engine optimization in order to increase the website traffic andimprove page rank month on month.
- Maintaining daily / weekly / monthly reporting using Google Analytics and other tools for global social and global external and internal communications.
- Examine and assess the performance of the online campaigns & related data to classify and optimize different areas in order to increase the online marketing performance.
- Evaluate digital marketing strategies and success ratio of competitors or making Digital Marketing plans to overtake them.
- Direct online and offline campaigns and activities that might be required as per the Account Strategy.
- Worked closely with agencies Like BCG, Perfect Relations, TCC, EG Logics, Webcontxt for Websites Management, Digital Media, Website Design, PR Agencies.



MICA | The School of Ideas

Postgraduate Diploma: Advertising Management and Public Relations. (2020 - 2021)

Guru Gobind Singh Indraprastha University

Master of Business Administration (M.B.A.), Marketing & International Business. (2014 - 2016)



KEY STRENGTHS

- Digital marketing expertise: social media, email, paid advertising, and analytics
- Corporate communication: media relations, internal communication, crisis communication, and reputation management
- Strategic thinking and problem-solving
- Excellent writing, presentation, and project management skills
- Strong understanding of brand management and messaging



CERTIFICATIONS

- Diploma in Advertising Management and Public Relations – MICA
- Google Search Ad Certified
- Google Display Ads Certified
- Certified in Google Ads Mobile
- Google Video Ads Certified
- Google Analytics Certified