




Tushar Sharma

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

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SUMMARY

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

 sharma.ts1192@gmail.com

 New Delhi, India



WORK EXPERIENCE



Dalmia Bharat Group Corporate Communications Manager

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 and improve 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.



EDUCATION



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