

AMIT CHOUDHARY

DIGITAL MARKETING PROFESSIONAL – *7+ years of experience*

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📍 Delhi, India

Summary

Resourceful, intellectual & results-driven Digital Marketing & SEO Specialist with 7+ years of experience in developing and executing data-driven marketing strategies to enhance brand visibility and lead generation. Expertise in SEO (On-Page & Off-Page), PPC Advertising, Content Marketing, and Social Media Marketing to drive organic and paid growth. Skilled in using Google Analytics, Search Console, and SEO tools to optimize website performance and improve rankings. Proven ability to increase organic traffic, conversion rates, and ROI through strategic digital marketing initiatives.

Core Competencies

- Digital Marketing Strategy & Execution
- Search Engine Optimization (SEO) – On-Page & Off-Page
- Keyword Research & Competitor Analysis
- Google Analytics, Search Console & Performance Tracking
- Social Media Marketing
- Paid Advertising (Google Ads, Meta Ads)
- Content Marketing & SEO Copywriting
- Email Marketing, Lead Generation, & Conversion Optimization (CRO)
- Backlink Building & Domain Authority Growth
- Brand Awareness & Audience Engagement
- Campaign Performance Analysis & ROI Optimization
- Team Building & Leadership

Education

- Bachelor of Commerce, | University of Delhi | 2017

Personal Details

- Date of Birth:** 18-03-1994
- Address:** Rajender nagar, Ghaziabad
- Languages Known:** Hindi, English

Key Profile

- SEO & Digital Marketing Expertise** – Skilled in On-Page & Off-Page SEO, PPC (Google Ads, Facebook Ads), Content Marketing, and Social Media Strategy to drive organic and paid growth.
- Leadership & Cross-Functional Collaboration** – Experienced in managing teams, client relations, and coordinating with stakeholders to ensure seamless campaign execution.
- Data-Driven Strategy & Performance Tracking** – Proficient in Google Analytics, Search Console, and CRM tools to analyze performance, optimize campaigns, and improve ROI.
- Brand Building & Business Growth** – Experience in brand positioning, business development, and omni-channel marketing to enhance market presence and customer engagement.
- Lead Acquisition & Conversion Growth** – Proficient in Email Marketing, Conversion Rate Optimization, Backlink Building, and Domain Authority improvement to increase qualified leads.
- Strategic Campaign Management** – Adept at designing and executing data-led marketing strategies aligned with organizational goals to deliver measurable business impact.
- Crisis & Reputation Management** – Skilled in media relations, issue resolution, and maintaining consistent brand communication across digital channels.

Professional Experience

Digital Marketing Manager – Safdarjang Hyundai Dealership, Gurugram.

📅 April 2025 – Present

Key Result Areas:

- Designed and executed **omnichannel digital marketing strategies**, driving a **45% increase in organic traffic** and **45% growth in qualified leads** within **8 Months**.
- Optimized dealership's online visibility through **On-Page/Off-Page SEO, keyword research, and backlink strategies**, securing higher search engine rankings for competitive keywords.
- Lead a team of up to **15 - 20 members** to execute **ROI-focused multi-channel campaigns, including SEO, PPC, social media, content, and email marketing**.
- Oversaw **paid advertising campaigns (Google Ads, Facebook Ads)**, delivering a **3.5x return on investment** through refined targeting and conversion-focused optimization.
- Handled the end-to-end social media management for **3 Hyundai branches in Gurugram, crafting hyper-local campaigns** to strengthen engagement and drive showroom visits.
- Executed geo-targeted ads and test-drive promotions, which resulted in a **45% rise in digital inquiries and a 40% increase** in walk-ins within **5 months**.
- Produced and distributed localized digital content, including customer stories, delivery highlights, service tips, and promotional videos to enhance brand trust.
- Collaborated with sales and CRM teams to synchronize **digital messaging** and improve the lead follow-up process.
- Rolled out influencer partnerships and **local creator campaigns**, expanding the dealership's reach and visibility across NCR.
- Tracked and analyzed campaign effectiveness using **Google Analytics, Meta Insights, and WhatsApp Business tools**, presenting monthly dashboards to management for data-driven decisions.

Digital Marketing Manager – Zapinfosec LLP, Ghaziabad.

📅 Feb 2023 – Mar 2025


Key Result Areas:

- Developed and executed **omnichannel digital marketing strategies**, resulting in a **45% increase in organic traffic** and a **35% growth in lead generation** within a year.
- Led **SEO optimization efforts**, including **On-Page & Off-Page SEO, keyword research, and backlink building**, improving search rankings for high-priority keywords.
- Managed **PPC campaigns (Google Ads, Facebook Ads)**, achieving a **3.5x ROI** through audience targeting and conversion rate optimization.
- Championed a **10-member team** with motivation, coaching, and guidance to achieve organizational objectives & personal goals simultaneously.
- Spearheaded **content marketing initiatives**, overseeing blogs, landing pages, and social media campaigns that enhanced brand visibility and engagement.
- Analyzed campaign performance using **Google Analytics & Search Console**, implementing data-driven improvements that boosted marketing ROI by **25%**.
- Directed **email marketing and automation strategies**, increasing email open rates by **40%** and improving customer retention.

Key Result Areas:

- Designed and implemented **integrated digital marketing campaigns** across SEO, PPC, and social media channels to strengthen dealership visibility and lead generation.
- Optimized **SEO strategies** (on-page, off-page, keyword research, backlink building), significantly improving rankings for high-intent automotive keywords.
- Planned and executed **geo-targeted ad campaigns and social media activations**, boosting showroom walk-ins and digital inquiries.
- Managed **end-to-end social media presence** for three dealership branches, developing hyper-local engagement strategies to connect with NCR-based audiences.
- Produced and published localized **digital content** (videos, testimonials, service tips) to build brand authenticity and enhance customer trust.
- Collaborated with sales and **CRM teams** to align digital communication with customer journeys, improving lead nurturing and conversion rates.
- Monitored and analyzed campaign performance using **Google Analytics, Meta Insights, and WhatsApp Business tools**, delivering actionable reports to management for data-driven decision-making..

Digital Marketing Executive - Kasaholidays, Preet Vihar (Delhi)

 Mar 2017 – May 2019

Key Result Areas:

- Assisted in **SEO optimization**, including meta tag updates, internal linking strategies, and keyword research, leading to a **30% boost** in organic traffic.
- Managed **social media marketing campaigns** across Facebook, Instagram, and Twitter, increasing brand engagement by **40%** through consistent content and audience interaction.
- Created and scheduled content for blogs, social media, and email marketing, **leading to a 20% rise** in customer inquiries.
- Handled **Google Ads and Facebook Ads campaigns**, refining audience targeting and improving ad performance, which **reduced cost per click (CPC) by 25%**.
- Collaborated with the sales team to implement lead generation campaigns, resulting in a **30% increase in qualified leads**.
- Tracked website and campaign performance using **Google Analytics & UTM tracking**, providing detailed reports to refine marketing strategies.

References Available Upon Request