

Profile Summary:

Strategic Marketing Professional with 14+ years in driving digital marketing, Brand Management and overall marketing operations.

Applied innovative and customized marketing strategies to increase customer acquisition, penetration and revenue; ensured that the lead inflow, quality of leads, assignment and conversion ratios were monitored and corrective measures were taken.

Hands-on experience in Marketo, Drupal, WordPress, SEO, Google Analytics, Meta Ads Manager, Google Ads and more

Skilled in conceiving and implementing digital marketing plans that fuelled marketplace presence, revenue growth and brand visibility

Front-led the ideation, formation, execution and monitoring of all the marketing initiatives for brand salience.

Performance-driven professional with experience in augmenting business, penetrating new markets for business excellence and introducing new marketing strategies in diversified sectors.

Collaborated with cross-functional teams for SEO, Content writing, artwork, web development, and digital marketing planning by selecting the best vendors and communication partners.

Education:



Career Timeline:



AMITA WADHWANI Senior Professional -Marketing Manager

Brand Change specialist, championed successful campaigns through effective strategic planning and execution; rich experience in planning, supporting, implementing and deploying leading-edge digital marketing solutions that contributed towards top-line and bottom-line growth; handled challenging assignments with an organization of repute.

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Core Competencies:



Personal Details:

Date of Birth: 15 September 1984

Languages. : English and Hindi

Marital Status : Married

Residence : Indirapuram, Ghaziabad (UP)

Certifications:

Hubspot Content Writing Certification
Google Ads and Analytics Certification

Work Experience:

Since November 2022 till date with World Animal Protection as Marketing Consultant

Highlights:

- Develop and implement marketing strategies according to campaign objectives and market opportunities.
- Advise on branding, email marketing, and social media.
- Give the SEO and Digital team direction with the most effective methods and tools.
- Write reports with suggestions for improvements and new ideas.
- Data analysis and insights shared based on numbers achieved through multiple campaigns.

Since Jan 2022 till Oct 2022, with Indian School of Development Management (ISDM) as Marketing Manager

Key Result Areas:

- Developing and reviewing the overall marketing strategy, ensuring the team's strategic objectives are well-understood and executed.
- Leading innovation and optimization across channels to continuously improve customer experience.
- Developing the annual marketing plan that embraces the full set of digital tools, including SEO and SEM, display, retargeting, website, video marketing, and social media appropriate to maintain brand consistency, audience and message.
- Ensuring cost efficiency in several campaigns with proper digital marketing tactics and brainstorming with external agencies.
- Developing differentiated brand positioning to stand out in the marketplace.
- Supporting all brand marketing collaterals, website, social media presence, live webinars and more.
- Ensuring the brand identity and messages are consistently applied across all consumer touchpoints, including videos, banners, ground activities, and more.
- Identifying benchmarks and implementing new practices and strategies to improve followers and engagement across all relevant social platforms.
- Tracking brand performance by measuring and monitoring metrics, including awareness, impression, brand lift and buzz.

Highlights:

Improved landing page experience for lead conversion. This led to improved load time by over 60% and traffic by 25%. Successfully generated more than 500 leads in 2 months as a result of directed campaigns developed along with partners.

March 2018 - Jan 2022 with World Animal Protection as Digital Manager

Highlights:

- Devised strategies for enhancing brand awareness through creating and managing social media channels and the corporate blog.
- Headed 1 cr media budget that included web search, email, print, and online display ads; supervised and directly implemented SEO practices increasing the monthly traffic to 2 lakh visitors
- Directed the improvement of social media engagement by 200%.
- Developed and implemented marketing strategies to achieve petition sign-ups of 100k.
- Overachieved the target by 25% and more for Wildlife and Farming campaigns (No Pride In Elephant Ride,
- Antimicrobial Resistance, Eat less meat and more plant-based food, and G20).
- Increased YouTube subscribers by 20% quarterly.

July 2012- Feb 2018 with Brainy Waves as Marketing Manager

Highlights:

- Led the implementation of multiple accounts through social media campaigns and developed an ongoing strategy for outreach.
- Contributed to an increase in the number of email database for different clients yoy basis.
- Google ads management for multiple campaigns.
- SEO activities for multiple accounts (content auditing, optimizing web pages, improving website performance and speed, Google Mobility friendly test, Keyword research, Keyword Ideas, competition, meta tags, and more).
- Facebook ads management, Google ads and Analytics management.

May 2007 to June 2012 with Dexter Communications from Marketing Intern to Associate Marketing

Highlights:

- Piloted the launch and growth of various social media accounts; engagement grew at 40% higher than the average.
- Devised content strategy, developed editorial and social media content calendar to increase engagement and channel growth.
- Client coordination, briefing the design and web team to execute projects timely.
- PR releases through external agencies and monitoring their analytics.

Thanks

Amita Wadhvani