

SUMIT MARWAHA

DIGITAL MARKETING MANAGER



CONTACT

📍 234, New Moti Nagar, Karnal

☎ 9034374492

✉ sumit.marwaha786@gmail.com

🌐 <https://www.linkedin.com/in/sumit-marwaha>

OBJECTIVE

I'm an Associate Process Manager who has worked on Print Media as well as Digital Marketing for a variety of clients. I'm looking to grow my career and gain valuable new experiences.

SKILLS

- Print Media Advertisement
- Search Engine Optimization
- Social Media Optimization
- Social Media Marketing
- Online Reputation Management
- Search Engine Marketing
- Email Marketing
- Site Search Optimization
- Video Marketing
- eCommerce Marketing
- Paid Promotions and Lead Generation
- Web Analytics
- MS Office and Presentation Skills
- Google Ads, Facebook Ads, Instagram Ads
- Lead Generation Campaigns
- Hubspot, Monday and Elaqua CRM Management

LANGUAGE

- ✓ English
- ✓ Hindi
- ✓ Punjabi

EXPERIENCE

eClerx India Pvt. Ltd, Chandigarh

APM - Digital Marketing

- Print Media Advertisement
- Influence Marketing
- Handling All Aspects of Digital Marketing
- Handled Search Engine Optimization
- Handled Paid Promotions on Google, Facebook and Instagram
- Handled Lead Generation Campaigns
- Handled Hubspot, Monday and Elaqua CRM
- Handled all aspects of Digital Marketing
- Handled all projects simultaneously
- Experience in working in a Brand
- Working on Leads, Traffic and Reaches
- Handling all Social Media Channels
- Managing the Campaigns and Leads for Sales Growth
- Working on Brand Management and ORM
- Facet Optimization - For client's eCommerce websites. Provided recommendation for the optimization of facets.
- Created facet usage reports, user journey on the website as well as dashboards from IBM Core Metrics tool to increase sales and traffic on the website
- Taxonomy Optimization - Worked on Taxonomy based recommendations for client's website to increase website ranking and traffic
- Site Search Optimization - Worked on Site Search Optimization.
- Implemented keyword analysis recommendation on Endeca Workbench tool.
- Worked on Relevancy & Precision eCommerce Worked on eCommerce Optimization.
- Amazon - Worked on Amazon product selling to increase sales
- Email Marketing - Worked on Email Marketing on MailChimp for Lead Generation platform to increase sales and traffic

EDUCATION

Kurukshetra University

B.tech Computer Science

Haryana State Board of Technical Education

Diploma Computer Science

ACHIEVEMENTS & AWARDS

- ✓ 3 Times Star Performer of the Month
- ✓ 2 Times Quarter Performer