

ALKA SINGH

New Delhi • +91 7210073281 • alka6296@gmail.com

SUMMARY

Performance-focused Digital Marketing Associate Manager with 5+ years of experience driving lead generation and brand growth through SEO, SEM, and paid campaigns. Proven expertise in developing impactful marketing strategies and maintaining consistent brand messaging across all channels. Skilled in leveraging analytics and managing multi-channel campaigns to improve ROI and align marketing efforts with business goals.

PROFESSIONAL CAREERS

Asst Manager – Digital Marketing, Progressive Infotech Pvt. Ltd.

Aug 2023 - Present

- Led SEO strategies using Google Analytics and Search Console to improve brand visibility and drive web traffic.
- Tracked campaign performance and made optimizations using Google Analytics and Facebook Business Suite.
- Directed Facebook and LinkedIn campaigns to boost engagement and brand recall, and ran email campaigns to nurture leads and retain customers.
- Generated high-quality leads via Google Ads and LinkedIn Ads by running A/B tests on creatives, landing pages, and audience segments, driving ROI and positioning.
- Created case studies, white papers, eBooks, and promotional content to maintain consistent brand messaging.
- Collaborated with product, business development, and creative teams to deliver data-driven marketing strategies.
- Leveraged user behavior data and campaign analytics to refine targeting, improve content relevance, and optimize overall performance.
- Led product management and GTM strategy for a service-based offering, aligning user needs with business goals and driving targeted awareness.

Digital Marketing Specialist, Space World Group

May 2022 - August 2023

- Launched and developed Spaceworld and Spacetelelink websites on WordPress, boosting online visibility and user engagement.
- Optimized online presence through SEO, Social Media Marketing, Google Analytics, LinkedIn Ads, and content creation, increasing brand visibility.
- Represented the company at IMC 2022, managing corporate events from planning to execution.
- Designed and executed newsletters to enhance communication and crafted business presentations aligned with strategic goals.
- Collaborated with vendors and cross-functional teams to ensure timely, high-quality project execution.

Digital Marketing Specialist, Unified Credit Solutions

Feb 2020 - May 2022

- Improved brand visibility through strategic SEO, social media marketing, and Google Ads campaigns.
 - Managed 4 domains, overseeing content creation, HTML editing, and on/off-page optimization on WordPress.
 - Developed marketing strategies and wrote content, focusing on affiliate marketing and blog development.
 - Performed manual testing for a CRM project to validate features, ensure usability, and support a smooth user experience.
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COURSES

The Complete Digital Marketing Course, Udemy

Learned SEO, WordPress, Email Marketing, SEM, Google Ads, and SEM techniques.

EDUCATION

Pursuing MBA

BTECH (CS), University of Delhi Intermediate,
LPS Inter College

June 2024 – Present

July 2013 – June 2017

July 2011 – June 2013

ADDITIONAL SKILLS

Digital Marketing Skills: SEO, SEM, Google Analytics, Google Ads, Lead Generation, Social Media Marketing, Email Marketing, Content Development & Strategy, Product Marketing

Technical Skills: Manual & Automated Testing, WordPress, Product Management

Personal Skills: Proactive Problem Solver, Collaborative Team Player, Result-Oriented