

# Devesh Kumar Tripathi

Assistant Manager



12 Years 0 Month



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## Profile Summary

Resourceful Digital Marketing Professional experienced in developing and implementing digital marketing strategies and advertising campaigns with expertise in Google Ads, Meta Ads, search engine optimization, social media optimization, and MailChimp.



## Education

B.Tech/B.E., 2012

IETE

12th, 2005

Uttar Pradesh, Hindi

10th, 2002

Uttar Pradesh, Hindi



## Work Experience

Dec 2022 - Present

Assistant Manager

River Engineering Pvt. Ltd.

Developed and executed 100+ digital marketing campaigns in FY 23-24 across paid search, display, video, shopping, remarketing, and Meta ads with a monthly budget of rs 1 lakh, resulting in about 1.47 crores in annual sales through online ad campaigns.

30% increase in online sales through the website, 162% increase in lead conversion through its lead capture forms, A lead-to-sale conversion rate of 1.9%, and increasing organic website traffic by 378%.

Managed a cross-functional team of digital marketing specialists, overseeing content creation, social media, SEO, and paid advertising campaigns. Coordinate with the HOD to define digital advertising strategy for new products & services and enhance market penetration.

Utilized Google Analytics and other tracking tools to analyze website traffic, user behavior, and campaign performance,



## Key skills

- sem
- google analytics
- webinar promotion
- keyword research
- seo audit
- Facebook Marketing
- Landing Page Optimization
- Google Ads
- Email Marketing
- PPC
- Meta ads
- Mailchimp



## Personal Information

City **Greater Noida**

Country **INDIA**



## Hobbies

- Travel
- Listening to music
- Web Browsing



## Languages

- Hindi

- english



## Social links

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<https://www.linkedin.com/in/devesht/>

making data-driven recommendations for improvement. Achieved open rates of 36% and click rates of 3.2% for email blasts and improved engagement across social media channels by 50%.

Managed and maintained the Amazon/Flipkart seller account, regular listing audits, keyword research and optimization, and listing enhancements.

Executed a "Free Live Demo" campaign for UPITS Expo, resulting in 7 new client distributors and approximately 10+ in the sales pipeline.

### Jul 2019 - Dec 2022

Digital Marketing Manager

#### **Bajaj Formulations**

My role & responsibility is end-to-end ownership of strategic and operational initiatives for online marketing campaigns, budget allocation, result tracking, creative production, landing page optimization, etc.

Conducted market research, competitor analysis, and customer analysis to identify opportunities and trends.

Executed and regularly monitored paid advertising campaigns on platforms such as Google Adwords, and Facebook Ads, achieved a 5:1 return increase in client ROI. Heavily focused on lead conversion, revenue generation, and customer retention.

Daily, weekly, and monthly campaign optimization such as reviewing search terms, top traffic drivers keywords, changes of bidding and budgets, quality score, underperforming keywords, auction insights, ad performance, geotargeting, and more.

Evaluated monthly performance statistics and used data to inform future strategies. Provided weekly updates on digital marketing campaigns to discuss strategic initiatives and methods for improvement???.increased customer engagement through social media.

Improved landing page content, keyword relevancy, and branding to achieve campaign goals.

Managed social media accounts, creating and curating content to drive brand awareness and engagement.

### Oct 2015 - Jul 2019

Sr. SEO-SMO, PPC Expert

#### **Event Digital Technologies**

Managed a team of 7 executives of SEO/SMO Creating, implementing, and managing 8-10 client SEO campaigns. Created and optimized Google My Business (GMB) tactics and worked to improve results on Google local search Created event, goal, and website tracking and got more relevant data/information from Google Analytics Created a Google AdWords account to manage and develop the client advertising campaigns.

Executed and monitored closely Google paid ad search campaign and analysis of ad performance.

Prepared & and uploaded product feed in Google merchant center for Google shopping ads.

Developed and implemented social media optimization tactics (SMO), and social media calendar for Facebook, Twitter, LinkedIn, and Google Plus.

Creation of monthly, and weekly SEO/SMO and AdWords reports to notify clients of site traffic, goals, leads, and orders as well as the health of SEO campaign and upcoming projects plan.

Directed a successful SEO and link-building campaign to increase the credibility of the website and drive traffic. Developed website audit tactics, and analysis and improved Internal linking. Campaigns include keyword research, development of content and link-building strategies, content marketing, and improving local visibility. Created and implemented On-page and off-page SEO strategy.

#### May 2013 - Aug 2015

Seo Analyst

##### Salax eServices

Developed SEO strategy & and link-building tactics to increase the website's credibility and drive relevant traffic. Generated and monitored quality backlinks from high authority sites. Full website Analysis and internal linking. Keyword research, analysis, and planning to work. Developed an entire On-Page and Off-Page strategy. Competitors' research & and analysis and developed a road map to beat them. Developed local SEO strategy. Installed Google Analytics, a Google webmaster tool on the website. Analyzed Google organic search engine ranking and developed planning to bring it to 1st position. Worked on social media platforms (SMO) such as Facebook, Google Plus, and Twitter to increase engagement.

#### Mar 2012 - May 2013

Junior Seo

##### DJava Technologies

Joined the organization as an SEO trainee. Search & and collect link-building websites. Generated quality backlinks from high-authority sites. Submit directory submissions, social bookmarking, and article submission. Keywords research & and analysis search volume, competition, etc. Performed Off-Page activity. Pulled out organic Google ranking.



## Certification

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- Google Ads Search Certification (Valid upto April 2021)
- Google Ads Search Certification (Valid upto September 2022)
- Profit Explosion Mastery Certification in Digital Marketing