



Akshay Raj

Digital Marketer Manager

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LANGUAGES

- English
- Hindi

Education

- 2014-08-2017-06 **BBA: Marketing**
IIMT-Greater Noida
- 2012-03-2014-03 **High School Diploma**
BSEB - Motihari

SKILLS

- Google Ads
- Strategic planning
- Online marketing
- Web analytics
- Content marketing
- WordPress Development

HOBBIES



Tech-savvy Digital Marketer with more than 3.5+ years in integrated marketing, testing, and search engine optimization, Pay-Per-Click and social media marketing. Proven results in digital marketing efforts.

WORK HISTORY

2021 – Present

Digital Marketing Manager

E3 Group, Okhla Industrial Area, Delhi

- Prepare and manage digital marketing budget; oversee all the company's social media accounts.
- Suggest activities for improving the quality of online content.
- Track and measure SEO and Google Analytics metrics and provide reports.
- Lead, supervise and motivate members of digital marketing team.
- Research competitors and provide suggestions for improvement.
- Keep abreast with industry and market trends and best practices.
- Manage and oversee various digital marketing channels; measure ROI and KPIs.
- Oversee all the company's social media accounts.
- Maintain and Fix Error In Website and Build Website In WordPress.

2021 – 2020

Digital Marketing Executive

Saldel, Moti Nagar, Delhi

- Create Google Campaign and analysis his performance.
- Work on good firms sites to generate quality leads.
- Mainly focused international Local Seo and make best possible strategy.
- Handle and Developed Wordpress Sites and Seo On-page .
- Create Canva Images Designing.

2020 – 2019

Digital Marketing Executive

King Digital Pvt Ltd, Patel Nagar, Delhi

- Make Strategy for Ads & prepare search ,sales and lead generation ads for client.
- On-Page SEO: Worked on optimizing title tags,URLs, meta descriptions, image optimization, LSI keywords and featured snippets
- Off-Page SEO: Responsible for directory submission, forum posting, blog commenting, article Sometimes

2019 – 2018

Digital Marketing Executive

Finesoft Technologies Kaushambi, Ghaziabad

- On-Page SEO: Worked on optimizing title tags,URLs slug ,meta descriptions, image optimization, LSI keywords and featured snippets.
- Off-Page SEO: Responsible for directory submission, forum posting, blog commenting,article.
- Increased number of leads through ads and seo strategy.
- Designed landing pages in wordpress and optimize technical seo through GT metrix and page speed insight.
- Measured and reported the performance of all digital marketing campaigns.