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About Me

Hi, I'm **Udit Gaur** Digital Marketing Enthusiast

I'm a **passionate** individual and **creative thinker** who is **eager to learn new things** and **work in a challenging** environment.

I have a strong passion for digital marketing, excelling in **both organic and paid strategies**. My expertise lies in **content planning** and **creative marketing**.

Currently, I'm looking forward to new opportunities to expand my real-world experience in digital marketing.

Education Experience

Digiperform

Advanced Digital Marketing Certification

Feb - Jul 2021

Doon Business School

Master of Business Administration (MBA)

Jun 2017 - Aug 2019

Shobhit University

Bachelor of Computer Applications (BCA)

Apr 2013 - Mar 2016

Work Experience



Deki Electronics Ltd
Senior Digital Marketing Executive
Sept 2023 - Present



FCS Software Solutions
Digital Marketing Executive
July 2022 - Sept 2023



Sure Solutions
Senior Digital Marketing Executive
Sept 2023 - Present



Ace Technologies
Digital Marketing Executive
July 2022 - Sept 2023



Cinntra Infotech Solutions
Digital Marketing Executive
Aug 2021 - July 2022



PageTraffic
Online Marketing Executive
Feb 2021 - Aug 2022

Skills & Tools



Design

Canva, CorelDRAW, Figma, Filmora, Photoshop, Adobe Illustrator.



Search Engine Optimization

Ubersuggest, Screaming Frog, Ahrefs, SEMrush, WordPress.



Paid Ads

Google Ads, Bing Ads, Meta Ads, LinkedIn Ads, X ads.



Keyword Analytits

Keyword Planner, Trends, Tag Manager, SEMrush.



Project Management

Google Drive, Miro, Asana, Microsoft Project, Notion.

Table of Digital Marketing Portfolio

01 Product Marketing

02 Creative Marketing

03 Social Media Organic

04 SEO

05 Social Media Ads

06 SEM

07 Customer Relationship Management

08 Marketing Analytics & Reporting

01

Product Marketing

Objective:

Defining 8 Key product marketing questions by doing desk research and user interview.

What I've got:

1. Product Key Advantages
2. Target Audience
3. Product Positioning

Tools:



What I've Learned

Product Marketing

Desk Research

Interview

Experience



02 Creative Marketing

Objective:

Defining brand identity, brand personality, copywriting, and principles to create creative content.

What I've got:

1. Brand Identity & Brand Personality
2. **Creative Contents** using the big idea

Tools:



What I've Learned

Brand Identity & Personality

Copywriting

Content Writing

Design & Key Visual

Experience



03 Social Media Organic

Objective:

Developing Social Media content using **content pillar**, **content brief**, and **content calendar** to grow Social Media traffic organically.

What I've got:

1. Content Pillar
2. Content Calendar & Brief
3. Social Media Organic Reporting

Tools:



What I've Learned

Content Pillar

Content Calendar

Social Media Organic Reporting

Content Brief

Experience



04 Search Engine Optimization (SEO)

Objective:

Optimizing website's visibility and traffic by making it easier for search engines to understand and rank a site's content

What I've got:

- 1. Optimized Landing Page
- 2. Technical audits
- 3. Link building

Tools:



What I've Learned

Keyword Research	SEO On Page & Off Page
Backlink Analysis	Content & Technical Audit
Website Building	SEO Reporting

Experience



05 Social Media Ads (SMA)

Objective:

Running optimized ad campaigns across Facebook, LinkedIn, Instagram, and X Ads to drive leads and subscriptions.

Tools:



What I've Learned

Marketing Plan

SM Ads Creative

SM Ads Reporting

Running SM Ads

Experience



06 Search Engine Marketing

Objective:

Executing optimized Google Ads and Bing Ads campaigns by targeting specific audiences, utilizing strategic keywords, refining metadata and descriptions, and applying effective bid strategies to generate leads.

Tools:



What I've Learned

- Keyword Grouping
- Increase Brand Awareness
- Improve Targeting
- Ads Placement
- Analyze Competitors
- Ads Reporting

Experience



07 Customer Relationship Management

Situation:

Team Cinntra's website subscribers are mostly on onboarding stage / barely know the product.

Task:

Create an onboarding email that generate to leads (click to website)

Action:

A/B testing email with different format to gain learning which email format that the audience love the most.

What I've Learned

Keyword Grouping

Increase Brand Awareness

Improve Targeting

Ads Placement

Tools



Experience



08 Marketing Analytics & Reporting

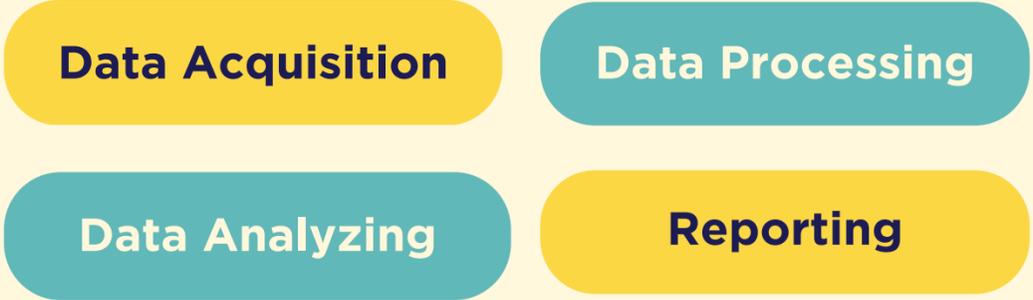
Objective:

Collecting data from each platform, cleaning and transformance, visualize the result, and report it

Tools:



What I've Learned



Experience



Work Preference



CITY PREFERENCE

Noida

Delhi NCR

Gurugram

PREFERENCE FIELD

Social Media Specialist

SEO Expert

Paid Ads Specialist

Performance Marketer

Contact



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