

# SUMIT CHAUDHARY

Digital Marketing Professional

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## SUMMARY

I am a Digital Marketing Professional with 6 years of experience, specializing in various digital marketing activities including content strategies and social media management. I have a strong track record of generating leads and increasing engagement through effective ad campaigns. Currently, I am seeking a full-time position where I can apply my skills to drive organizational growth

## EXPERIENCE

### Digital Marketing Executive

#### Digi Expert

Jan-2019 - Oct-2021 Chandigarh

A digital marketing company focused on teaching and marketing

- Overseeing all aspects of the company's digital marketing including their contact database, website, ad campaigns and social channels
- Designing and executing the website content strategy, resulting in strong SEO for target audience engagement
- Working with copywriters and designers to create engaging content
- Updating social channels and running social campaigns for promotions
- Setting up and running PPC campaigns, reporting and optimizing as necessary

### Digital Marketing Consultant & Trainer

#### Dezire Web Solutions

Nov-2021 - Ma-2024 Ambala

A web solution company providing various digital marketing services

- Providing consultation about digital marketing and teaching to school and college students across four batches
- Handling digital marketing projects, overseeing SEO executives, designers, and social media executives
- Conducting digital marketing seminars as a guest faculty in various colleges and schools

### Full Time Digital Marketing Trainer

#### Webhoppers Academy

May-2024 Zirakpur

An academy focused on delivering high quality digital marketing courses

- I am Working as a full-time digital marketing trainer, offering practical knowledge to students and businessmen
- Preparing syllabus for short and diploma courses, readying assignments for students
- Organizing and conducting monthly seminars for college students

## EDUCATION

### Masters (MBA) in Marketing and Management

#### Maharaj Agrasen Himalyan Garhwal University

2021-2023 Dehradun

## STRENGTHS

### ★ Digital Marketing Skills

Teaching and developing social media channels while increasing engagement

### 💡 Campaign Management and Content Development

Competent in managing and optimizing PPC and Facebook ad campaigns, with effective content strategies

### 💡 Analytical Skills

Exceptional monitoring and reporting skills, providing actionable insights for optimization

## KEY ACHIEVEMENTS

### 🏆 Significant Traffic Growth and Lead Generation

Increased the website's organic traffic by 40% in 2019 and by 70% in the early part of 2020. Generated over 1000's of student leads for trainings through effective ad campaigns

### 💡 High Lead Generation and Visitor Growth

Successfully generated 1000-2000 leads monthly for pharma clients through ad campaigns, and my seo strategies attracted around 10 to 20k new monthly visitors with an increase in site leads by 12%

### ★ Successful Student Training and Placement



Trained over 500+ students within 4 years, with more than 250 students placed in successful digital marketing roles

## SKILLS

- Google Ads
- Meta Ads
- SEO
- SMM

EDUCATION

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Bachelor Degree of Arts  
IEC University, Baddi  
 2016-2019  Baddi

CERTIFICATIONS

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- Digital Marketing Course (6 Months) - 2018
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- Fundamentals of Digital Marketing by Google - 2021
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- SEO by Hubspot Academy - 2021

INTERESTS

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☆ **Current Trends and Marketing Theory Exploration**  
I study about current trends and ideas, constantly testing theories in marketing to validate their effectiveness