

Atul Sharma

Digital Marketing Professional; LinkedIn Profile: <https://www.linkedin.com/in/itsmeatul10/>
E-Mail: atul10@gmail.com Contact: +91 8008123572

Executive Summary

- ⇒ Having 8+ years of Experience in Internet marketing. Excellent at Search Engine Marketing campaigns with focus on PPC (AdWords) & SEO.
- ⇒ Well Versed with Google AdWords – Creating and Optimizing AdWords Campaigns.
- ⇒ Well familiar with Top Search engine's 'Search Algorithm' and their ranking criteria including Google, Yahoo & Bing.
- ⇒ Researching the best keywords using tools such as Google keywords tool, Word Tracker etc., for high Ranking of websites on search engines.
- ⇒ Analysing Website Analytics for better ROI, identify from where visitors are coming and how can we retain them at our site.
- ⇒ Team-oriented player, highly motivated, committed to delivering top quality service, quick-learner. Good English Language skills and well versed with routine office works.

Experience

Atosh Digital July 2017 - Current

Digital Marketing Head (July '17 - Present)

- Manage all digital marketing projects, ensuring that all projects are high-performing and delivering as per goal.
- Partner with the other outsourced teams to optimize digital marketing performance through email, content, and social channels.
- Refining current digital performance metrics and tracking and communicating ongoing performance, benchmarking our digital Investments and campaigns.
- Overseeing initiatives such as site marketing, search engine marketing, online media and email marketing.

Regalix India Pvt. Ltd (Google Vendor) February 2016 - April 2017

Lead Quality Assurance, AdWords SMB (February '16 – April '17)

- As a QA Lead, develop team members into high-performing members through 1:1 coaching, call audits and focusing on trainings ensuring that enhances the overall customer experience.
- Conducting refresher trainings on Product and Process for the existing Agents to keep them abreast of all the recent changes and updates.
- Identify, lead, and execute product and process innovation to increase advertiser performance and their investments.

Previous Employment

Regalix India Pvt. Ltd (Google Vendor) February 2014 - December 2015

SME YouTube Reserve Buy (April '15 – December '15)

- As Reserve SME I collaborate with sales teams to meet their quarterly revenue targets and work directly with You Tube Reserve buy Implementation team to improve our Products & Services, workflows, and overall advertising experience for clients

YouTube Implementation Specialist (July '14 – Current)

- Work as an Implementation Specialist for YouTube reserve ad campaigns. It includes support to the implementation process in North America and Latin America region.
- Provide support to the Google sales teams in NA & LATAM, prepare proposals and media plans, and ensure that reserve campaigns go live on YouTube and the global display network.

- Look after the whole process of reservation ad bookings on YouTube right from sales request till the campaign serves live

AdWords Account Strategist (February '14 – June '14)

- Creating, Implementing, Tracking, Analyzing & Optimizing Paid Search Campaigns.
- Develop, Recommend, & Execute Proposal, Account, & Campaign Strategy
- Analyse performance of Customer's portfolio of Paid Search Marketing Campaigns
- Execute SEM documents such as Keyword generation, Insertion, Ad writing & Performance Reporting.
- Responsible for Pay Per Click Vendor ad copy creation, keyword research, keyword traffic estimates and analytics analysis.
- Utilize compelling ad copy, Google Ad words editor, A/B testing, exact, phrase, broad matching, negative keywords, etc. to identify and correct poor performers.
- Analyse detailed data including CPC, Impressions, CTR and Conversions to reach desired CPA levels, increase ROI & increase lead generation.

DigiTam Intellects Pvt. Ltd August 2013 – February 2014

Digital Marketing Expert

- Optimizing websites for better search ranking.
- Manage PPC campaigns for multiple websites. Optimize ad text and manage bidding for high quality score and CTR at low CPC.
- Manage Affiliate program – Acquire new affiliates through social or email marketing and manage Affiliates-Pro tool.
- Run Social media campaigns, mainly on Facebook and Twitter.

UKAN Infotech February 2011 – July 2013

Digital Marketing Expert

- Worked as Web Analyst for multiple websites.
- Look after content, marketing for www.travel.aarikan.com and www.ukaninfotech.com.
- Directly interact with overseas and local clients on regular basis, understanding their needs and providing solutions.
- Worked as freelancer to acquire projects on Odesk.com and Fiverr.com
- Worked Part time for DigiTam Intellects as SEM Analyst

DigiTam Intellects Pvt. Ltd. (Formerly D R Intellects) April 2008 – To January 2011

Worked as SEM Analyst for DigiTam Intellects on more than 10 projects as a SEM Team Leader

- Optimizing websites as for SEO needs.
- Preparing traffic report using Google traffic estimator, SEO campaign responses. Manual reports for checking the ranking of sites in Search Engines like Google, Yahoo, MSN, also Monthly ranking report.
- On-page Optimization of Sites like Meta Tagging, Alt Tags, Title Tags & page content.
- Off-page Optimization includes Directory Submission, Blogging, Social Book Marking, Link Exchange, Blog Marketing etc.
- Manage social media campaigns focusing on Facebook & Twitter.
- Create & Monitor PPC campaigns on networks like Google Adwords, YSM, Microsoft Adcenter, Facebook, Adbrite, Clicksor etc

SEO Projects

- SEO for www.norfolkline.com and the site has got top positions for many targeted keywords. Phrases including very competitive keywords like 'ferry', 'ferries', 'ferries to France' and 'Dover ferries' etc. No. of visitor and booking henceforth has already gone up by 6 times in few months! And more such projects.
- Worked as a team leader of a SEO team of 5-6 members and involved in the process of link submission, content suggestion and Meta tag writing for the following UK-based websites.

SEM / Online Tools

- Google keywords tool & AdWords Editor
- Web CEO & Semrush
- Tweetdeck/Hootsuite/Sprout Social/Sendible
- Google Analytics

ICICI Bank Ltd.

July 2007 – March 2008

Customer Service Officer

Worked as CSO for ICICI Bank Limited at Sadashiv Peth Branch, Pune for 9 months.

- Interacting with bank customers and answer/ solve their queries.
- Getting new customers to the bank by helping them in opening various bank accounts.
- Daily duties include cheque transfer, a/c statements, cash deposit/withdrawal etc.

DR Intellects Partnership Firm 2007

January 2006 – To February

SEM Analyst

Worked as SEM Analyst for DR Intellects on UK projects.

- OnPage optimization of pages including content and meta tags.
- Link building- OffPage optimization including blogs and directories.
- Manage PPC accounts – Google Adwords, Microsoft Adcenter & Yahoo Search Marketing.

Academics

Examination	Board or University	Stream	Year of Passing	% of marks
Post Graduate Diploma in Banking Operations	IFBI	Banking	2007	1 st div.
Bachelor of Commerce	Osmania University	Commerce	2005	2nd div.
Intermediate	BIE, Andhra Pradesh	CEC	2002	1 st div.
10 th Standard.	I.C.S.E	General	2000	1 st div.

Communication and Skills

Communication	Excellent communication skills and fluent in spoken and written English.
Operating System	Windows 98/XP/Vista/7/8, Linux Ubuntu/Fedora

Languages	Read	Write	Speak
English	√	√	√
Hindi	√	√	√
Bengali	√	√	√

Personal

Address : Plot No 226, Phase II, Saket, ECIL POST, Kapra, Hyderabad, Andhra Pradesh
- 500062

Date of Birth : 10th October, 1984

Marital Status : Single

Gender : Male

Hobbies : Playing Cricket/Football