

JAYANT SHARMA

Digital Marketer | M.B.A.

+91 87704 22616 @jayantsharma108@gmail.com Indore, India

SKILLS

Digital Marketing Marketing

Analysis Tools & Techniques

Communication Skills

Multilingual Problem-solving

CERTIFICATES



Advanced Digital Marketing by Google



Advanced Google Ads by LinkedIn



Inbound Marketing Certification by HubSpot



Keyword Research Certification by SEMrush

SUMMARY

Jayant is a Data-driven and motivated Digital Marketer who thrives in a fast-paced environment. Known for being an accomplished multi-tasker who enjoys solving problems and creating success. On a personal level, he pride himself on being a team player who is committed to continual growth in order to obtain and deliver the best results.

With performance-driven strategy and planning, he has managed E-Commerce, New-age startups, and Media & Entertainment verticals on Facebook, Instagram, and Google platforms. In addition, he possesses an array of valuable soft skills, has a passionate interest in technology and comes to you with a stellar academic and industry record.

EDUCATION

Master of Business Administration - Marketing & Operations
Shri Govindram Seksaria Institute of Technology and Science

Bachelor of Engineering - Mechanical
Acropolis Technical Campus

EXPERIENCE

Director - Digital Marketing

Medicaps University

2023 - Present Indore

Description

- Building a brand

Brand Marketing Consultant

B.Rebel

2022 - 2023 Indore

Description

- Building a brand

Digital Marketing Specialist

Blacksof

2021 - 2023 Indore

Description

- Develop and execute marketing campaigns across multiple channels, including email, social media, PPC advertising, etc.
- Create and maintain the company's (clients) social media presence, including regular posting, community management, and advertising campaigns
- Conduct market research and competitive analysis to inform marketing strategies
- Collaborate with cross-functional teams, including sales and product, to ensure alignment on messaging and goals
- Managed 13+ projects, and vendors

Digital Marketing Executive

bluCursor Infotech Pvt Ltd

2021 - 2021 Indore

Description

- Develop and execute marketing campaigns across multiple channels
- Analyze campaign performance and adjust strategy as needed
- Increased website traffic by 25% through SEO
- Launched successful email marketing campaigns that resulted in a 13% increase in sales

EXPERIENCE

Digital Marketing Executive

Ditvi Exports Pvt Ltd

📅 2020 - 2021 📍 Indore

Description

- Develop and implement digital marketing strategies for clients across a variety of industries, including SEO, email marketing, social media marketing, and content marketing
- Conduct website audits and implement SEO best practices to improve website visibility and traffic
- Analyze and report on campaign performance, making data-driven recommendations for optimization
- Collaborate with internal teams to develop marketing plans that align with business goals