



ADITI BHATT

DIGITAL MARKETER

+971 50 587 8691

hi@iamaditibhatt.com

www.iamaditibhatt.com

Dubai, U.A.E.

EDUCATION

Master's in Digital Marketing

University of Northampton

2011 - 2012

Master's in Business Administration

Amity University

2006 - 2008

LANGUAGE

English

Hindi

REFERENCES

References are Available on Request

Profile Summary

● TOTAL WORK EXPERIENCE:

More than 10 successful years and counting.

● WHAT DO I DO:

I assist brands in achieving enhanced results; increase website traffic and conversion rate by successfully creating and executing a customized and holistic digital marketing strategy.

● HOW DO I IT:

With the help of 3 attributes, my extensive experience in digital marketing, result-oriented attitude, and passion for problem-solving make me an ideal candidate who can build or expand any business on an online landscape.

● PERFORMANCE MARKETING EXPOSURE:

6+ years of experience only in Paid Media; promoting the brands through Google Ads (Search, Display, Shopping, App and Video), SEO (On-page, Off-page & Local), Social Media Marketing (Ads: Facebook, Instagram, LinkedIn etc) and Direct Marketing (Email Marketing).

Knowledge of Digital Tools

- Search Engine Optimization (SEMRush, Alexa, MyYoast)
- Google Ads (Google Analytics, Search Console, Tag Manager, Hotjar, Unbounce)
- Social Media Dashboards & Management Tools (Hootsuite, Buffer, Preview, Loomly)
- Copy Writing & Content Marketing (Word AI, Grammarly)
- Email Marketing Tools (MailChimp / Hubspot)
- Keyword Search & Analysis (Keyword Planner, SpyFu, KeywordTool)
- Visual Content Designing Tools (Canva, Capcut, Offeo, Filmora)
- Data Visualization (Tableau)
- Marketing CRM (Hubspot)

Dec 2022 - Present

2CG | Dubai, U.A.E.

Head of Digital Marketing

- **Strategy Creation:** Develop ideas and engagement strategies for clients through market and competitive analysis, brand, and consumer research etc.
- **PPC Management:** Planning and executing channel strategy for paid search, display, retargeting, affiliate, and social marketing. Analyse budget and recommend modifications to ad spending for different digital marketing channels.
- **Content Planning:** Planning and creating localized and engaging content for all steps along the sales funnel, from keyword-optimized web content and blog posts to lead-generation campaigns all the way to sales materials and post-sales support emailers.
- **Project Management:** Oversee a portfolio of nearly 15 clients' accounts and act as the primary liaison between the client and the team. Responsible for managing team members specialising in Digital (Social, Search, SEO & Affiliate), Website & App Development and Business Development & Sales verticals.
- **Team supervision:** Training, development, and serving as a positive role model exemplifying a hard work ethic and vigorously reviewing all work to ensure a high-quality standard.
- **Client Acquisition:** Actively participating in digital & social media strategies and pitches to win new clients.
- **Customer Relationship Management:** Strengthen and maintain current business through constant communication, dependable product delivery, and exceed their expectation in terms of ROI by hitting their yearly marketing targets.

MAJOR CLIENTS:

ASTON MARTIN, KART GROUP, BANIYAS CO-OP, PV OIL, GULF INTERNATIONAL, MEDICAL SPECIALITY CENTER, FROSCH (DENMARK & UAE) ETC.

Oct 2021 - Sep 2022

VIWELL | Dubai, U.A.E.

Digital Marketing Manager

- **Growth Marketing:** Developing and managing paid media campaigns (Google ads & social media) for awareness and lead generation with an average budget of AED 30,000 - 40,000 monthly.
- **Digital Inspection:** Regularly scrutinising website and landing pages to decrease bounce rates and create easier flow for more conversions.
- **PPC Management & Optimization:** Devising strategies to drive online traffic and tracking conversion rates. A/B testing across all digital touchpoints (landing pages, pop-ups, ads, emailers etc.) to determine what encouraged users to engage with the brand.
- **SEO Strategy:** Expertise in keyword research, backlink auditing, SERP ranking analysis, content analysis, ON-Page, OFF Page, Local, and SEO Lead Management.
- **Social Media Management & Content Planning:** Editorial calendar creation and execution alongside visual and text content planning and development.

Oct 2018 - Dec 2019

Access Financials | Noida, India

Digital Marketing Lead

- **Online Marketing:** Driving the overall strategy of digital marketing initiatives for my clients to achieve their business objectives.
- **PPC Campaigns:** Creating and executing search marketing plans, competitive analysis, keyword strategies, bid and budget management, creative optimization and reporting and analysis, to grow sales/conversions, while improving efficiencies and profits through innovative search strategies.
- **Overseeing SEO projects:** Responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks.
- **Social Media Management & Marketing:** Managing all social PPC campaigns on Facebook, Instagram, and LinkedIn to maximize ROI.
- **Content Writing:** Conducting thorough research on industry-related topics, generating ideas for new content types and proofreading articles before publication. Writing pieces with an eye for detail that appeal to audiences attracts customers and boosts brand awareness.

Jan 2016 - Jul 2018

FSRG | Dubai, U.A.E.

Digital Media Marketing Manager

- **Social Rendezvous:** Managing the overall content and marketing strategies of FSRG, handling all social media accounts of company & owners; Facebook, Twitter, Google+, Instagram, LinkedIn & Pinterest.
- **SEO Interface:** Carrying out keyword analysis, off-Page optimization activities and brainstorm on content strategies to maximize SEO results.
- **Email Advertising:** Conceptualize & design regular email campaigns for stakeholders.
- **Content development:** Developing content for website, case-studies, blogs, infographics, magazine articles, interviews & editorial. E-marketing plan and content development for email marketing & PPC advertisements.
- **Google Ads:** Expert in setting up and optimizing Google Ads Campaigns (Search & Display google networks) to meet measurable KPIs.
- **Employee Advocacy:** Integrated social media learnings to sales and project managers to increase brand exposure.

Nov 2014 - Dec 2016

Dataslices | Dubai, U.A.E.

Digital Media Consultant

- **Social Media:** Handling accounts of various global brands on a daily basis to flourish their social presence.
- **Copywriting:** Create content regardless of format; portfolio spanning across writing articles, blog posts, product descriptions, training manuals & user guides, SOPs, and web content etc.
- **SEO snippets:** Leading the team for the creation & rapid implementation of SEO strategies & content by following the latest SEO industry guidelines.
- **Search Engine Marketing:** Manage advertising spending by choosing and running the best channels for social, online and PPC ads on Google, Facebook, LinkedIn, Twitter & Instagram.

Jan 2013 – Aug 2014

Barclays | Manchester, U.K.

Agent (Online Platform)

- **Social Media Involvement:** Established and managed social media presence on Facebook, Twitter, Google+ and other social bundles. Perpetual interaction with users.
- **Contests and campaigns:** Creating fun and exciting sweepstakes, contests, and giveaways, increased Facebook fan base from a couple of thousand to over 520k as well as on other social networking sites.
- **Corporate Blogs:** Weekly blogs to update employees and clients about new offers and procedural changes.

Jan 2012 – Jul 2013

Nationwide Building Society | Northampton, U.A.E.

Digital Media Marketing Manager

- **Digital Complaints:** Resolves product or service issues by clarifying the customer's complaint; determining the cause; selecting and explaining the best solution to solve the issue; expediting correction or adjustment; following up to ensure resolution.
- **Content management:** Overhaul KIT pages on a regular basis by managing the Content management system (CMS) and writing corporate blogs about current affairs or issues.
- **Email Campaign:** Sending emails to customers about forthcoming offers and topical events.

May 2018 – Dec 2020

AEC | Noida, India

Digital Media Marketing Manager

- **Point of Sales (POS):** Developing content for corporate fliers, newsletters, mailshots and brochures.
- **Website:** SEO-friendly content creation for client's website.
- **Email marketing:** Create, develop, and manage content on a regular basis for emailers to showcase offers.
- **Market Intelligence:** Research topic, product, or service provided by the client for article creation and utilizes different writing styles as per customer requirement.