



AYUSH THARWANI

DIGITAL MARKETER



CONTACT



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EDUCATION



2018 - 2021

Bachelor Of Commerce Hons (Accounting)

Somani College of Education



2022 - 2024

Master Of Business Administration

DMS Department of Management Studies



LANGUAGE

- Hindi
- English



PROFILE INFO

Dynamic and results-oriented professional with a strong academic foundation in commerce and finance, holding a B.Com (Hons) in Accounting and an MBA in Finance. Possess over two years of proven experience in Digital Marketing, including expertise in Search Engine Optimization (SEO) and Social Media Marketing (SMM). Additionally, bring two years of hands-on experience in Business Development, excelling in building strategies and fostering growth. Highly passionate about professional development, with a keen ability to adapt, learn, and enhance skills to deliver exceptional results.



WORK EXPERIENCE



Graphic Designer Navyfox.in

2018 - 2019

- Designed engaging and visually appealing posts, advertisements, and promotional materials for various social media platforms, including Instagram and Facebook.
- Executed effective social media marketing strategies by creating ad campaigns, monitoring performance, and optimizing ads to drive engagement and conversions.
- Demonstrated creativity and attention to detail in delivering high-quality graphic designs aligned with brand guidelines and marketing objectives.
- Collaborated with cross-functional teams to ensure cohesive messaging and visual branding across all digital platforms.



Digital Marketer Executive Inframe Designe Institute

2020 - 2021

- Conducted comprehensive SEO audits and created detailed reports to assess website performance, identify opportunities, and recommend optimization strategies.
- Implemented effective on-page and off-page SEO techniques, including backlink creation, keyword optimization, and content structuring, to improve search engine rankings and visibility.
- Monitored website analytics and SEO metrics to evaluate the success of campaigns and make data-driven improvements.
- Collaborated with team members to ensure alignment with broader digital marketing strategies and objectives.



Business Development Media Craft Techno solutions

2022 - 2025

- Successfully developed and executed sales strategies to promote services including Social Media Marketing (SMM), Google Ads, and Website Development.
- Cultivated strong relationships with business owners, presenting tailored solutions to meet their digital marketing and online presence needs.
- Demonstrated exceptional negotiation and communication skills, resulting in the successful closure of multiple website development projects and Google Ads campaigns.
- Maintained ongoing relationships with clients, ensuring satisfaction and fostering long-term partnerships for repeat business and referrals.



MY SKILLS & EXPERTISE

Graphic Design



Web Design



Social media marketing



DTP publishing



Canva Design



SEO & Marketing



MY OBJECTIVE

To pursue a challenging career where my technical skills can be utilized to its Maximum & securing a position of responsibility with opportunity for professional growth