

KRISHNA TIWARI

📍 Faridabad, India

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SUMMARY

Enthusiastic and result-driven Digital Marketing professional with hands-on experience in executing successful social media campaigns, SEO optimization, and lead generation. Proven ability to enhance brand visibility and deliver strong ROI across platforms like Facebook, Instagram, and Google Ads. Adept in content creation, performance tracking, and campaign strategy.

TECHNICAL SKILLS

- Digital Marketing Strategy
- Social Media Marketing (Facebook, Instagram)
- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Blog Writing & Content Creation
- Google Ads & Facebook Ads
- Canva & Creative Design
- Meta Business Suite & Google Analytics

EXPERIENCE

Digital Marketing

Mudrak Advertising Services, Faridabad

Feb 2024 – Present

- Managed Facebook and Instagram ad campaigns for 10+ clients
- Increased ad conversions by 35% and improved organic traffic by 60%
- Planned and executed a successful Diwali campaign delivering 3x ROI
- Created and scheduled engaging social media content (posts, reels, stories)
- Collaborated with design and development teams to launch digital campaigns
- Tracked performance through Meta Business Suite and Google Analytics

SEO Master

Webcore Infotech

2023 – 2024

- Improved client website rankings through technical SEO and keyword strategies
- Increased web traffic significantly by applying on-page and off-page SEO techniques
- Conducted audits and adjusted SEO strategies based on analytics and algorithms

EDUCATION

Delhi University (DU), Delhi-110001

Bachelor of Commerce in Digital Marketing

Expected Graduation: 2027

EDUCATION

Govt Model Sr. Sec. School, Sarai Khawaja, Faridabad

April 2007 – April 2022

12th Grade Score: 53%

10th Grade Score: 98.8%

KEY ACHIEVEMENTS

- Delivered 3x ROI on festive campaign (Diwali)
- Increased organic website traffic by 60%
- Boosted ad conversions by 35% across paid platforms
- Successfully managed digital marketing for 10+ clients

LANGUAGES

Hindi – Native

English – Intermediate

DECLARATION

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.