



MOHIT NEGI

Digital Marketing Executive

ABOUT ME

Results-driven digital marketing professional with extensive experience in managing company profiles, branding, and international projects across SEO, SMM, and Google Ads. Skilled in analyzing website performance and optimizing landing pages to drive lead generation and enhance conversion rates.

WORK EXPERIENCE

Aug 2023- Sep 2024

Invedus Ltd., (Outsourcing Company) Noida

PPC Associate

- Managed company profile and branding across digital platforms.
- Analyzed website and landing page performance to boost lead generation.
- Handled international SEO, SMM, and Google Ads projects.
- Managed advertising budgets between \$5,000 and \$10,000 for each project.
- Organized multiple projects and maintained strong client relationships.
- Improved conversion rates through A/B testing and user behavior analysis.
- Utilized Google Tag Manager to streamline tracking and implement marketing tags efficiently.
- Regularly updated clients on campaign performance and recommended improvements.

Mar 2021 - June 2023

Webztechie (Quantum Business Solution), Gurgaon

Sr. Digital Marketing Executive

- Managed company profile and branding across digital platforms.
- Analyzed website and landing page performance to boost lead generation.
- Created and managed content calendars for consistent social media engagement.
- Managed advertising budgets between \$5,000 and \$10,000 for each project.
- Organized multiple projects and maintained strong client relationships.
- Improved conversion rates through A/B testing and user behavior analysis.
- Utilized Google Tag Manager to streamline tracking and implement marketing tags efficiently.
- Regularly updated clients on campaign performance and recommended improvements.
- Analyzed conversion funnels to identify drop-off points and optimize user journeys.

EDUCATION

Bachelor In Science

From SSJ Campus Almora,
Uttarakhand

10th & 12th

From G.I.C Hawalbagh Almora,
Uttarakhand

TOOLS AND SOFTWARE:

Ahrefs

Semrush

Light House

GA4

Hubspot

Microsoft Clarity

Canva

SKILLS

Paid Advertising

Online Marketing

Lead Generation

Google Tag Manager

Copywriting

TECHNIQUES:

Search Engine Marketing

Google Ads

Bing Ads

Meta Ads

Social Media Marketing

Email Marketing

OTHER

Google Ads Certified

Digital Marketing Certified

Jan 2019 - May 2020

Mohipuri Technologies Pvt. Ltd., Delhi

Digital Marketing Executive

- Managed company profile and branding across digital platforms.
- Website Analysis and Lead Generation.
- Handling Projects Of SEO, SMM and Google Ads.
- Manage Projects Of Digital Marketing For Client's.
- Organize Multiple Project and Client Management.
- Implemented SEO best practices to improve organic search rankings and traffic.
- Collaborated with design teams to produce visually appealing ad creatives.

June 2018 - Dec 2018

Rectrik Solutions Pvt. Ltd., Delhi

Digital Marketing Executive

- Managed company profile and branding across digital platforms.
- Website Analysis and Lead Generation.
- Handling Projects Of SEO, SMM and Google Ads.
- Manage Projects Of Digital Marketing For Client's.
- Organize Multiple Project and Client Management.
- Implemented SEO best practices to improve organic search rankings and traffic.
- Collaborated with design teams to produce visually appealing ad creatives.

LANGUAGE

English

Hindi

DECLARATION

I hereby declare that all the fact details are true to the best of my Knowledge and above Mentioned facts.