



# Madhu Thakur

Digital Marketing Expert (SMM/PPC/SEO)

## Profile

Ambitious, self motivated, passionate individual seeking for a full time position where I can to fully utilize my training and skills, while making a significant contribution to the success of the company.

## Employment History

### Sr. Digital Marketing Executive at CSSHouse Consulting, Mohali

2019

- Create Run and Mangle Google and Facebook ads Campaigns
- Responsible for auditing 140+ search campaigns in a month - Identify trends & insights using various analytical tools & accordingly optimize the campaign to improve the ROI
- Create and Manage Content for Websites, Blogs, Social Media, conducting Market research, keyword research using various tools
- Create and execute social media strategy, track success metrics, channel planning, creative development, writing social copy, social content calendars, and community management - Optimize campaigns for growth across all priority social platforms to achieve social community KPIs.
- Develop content strategies & create social media calendars for the artists associated with them & run engagement ads to bring traffic on their pages.

### Digital Marketing Executive at Wwics , Mohali

2015 – 2018

- Running FB Ads & Instagram ads to reach larger audience.
- Handling social media pages & accounts to generate traffic & engagement - Creating videos & speaking with people for collaboration & to raise funds.
- Optimize campaigns for growth across all priority social platforms to achieve social community KPIs. - Develop content strategies & create social media calendars for the artists associated with them & run engagement ads to bring traffic on their pages.

### SEO Executive at Netmagic, Chandigarh

2013 – 2015

Responsible for conducting keyword research using various tools, Performing competitive analysis, Tracking important SEO metrics including Organic traffic, Conversion rates and time spent on page.

## Details

Chandigarh

India

[auditseoexperts@gmail.com](mailto:auditseoexperts@gmail.com)

## Skills

Adobe Illustrator

Google AdWords

Facebook Ads

Instagram ads

Google AdSense

Google Search Console

Tiktok

Figma

Adobe Photoshop

## Education

**Bachelor of Computer Science, Punjabi University Patiala,  
Chandigarh**

2010 – 2012