

# MAHIMA TIWARI

## Digital Marketing and Social Media Strategist

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Gurgaon, India

### SUMMARY

Digital marketing strategist with 2+ years of experience driving business growth through innovative and data-driven campaigns. Proven expertise in SEO, SEM, social media, and lead generation, resulting in increased website traffic, leads, and sales. Strong client relationship and closing skills, with a proven track record of converting leads into customers.

### EXPERIENCE

Digital Marketing Executive 2022 - Present  
Binary Semantics Ltd. Gurgaon, India

- Transformed social media presence by achieving a 50% organic follower engagement boost in just one month.
- Achieved first-page Google rankings with SEO mastery, driving 30% surge in organic traffic.
- Increased brand influence by 25% through strategic social campaigns and compelling copy.
- Managed global clients across various industries, customizing campaigns to meet their specific requirements.
- Created and managed email marketing campaigns.

Social Media Manager 2021 - 2022  
Digital Matter Monkey Varanasi, India

- Improved conversion rate by 30% and increased ROI by 40% with innovative and data-focused social media campaigns.
- Managed and engaged with social media communities to build brand awareness and generate leads.
- Conducted meticulous on-page and off-page SEO to improve website ranking and visibility.
- Exceeded client expectations by delivering measurable results.

### EDUCATION

Bachelor in Commerce 2018 - 2021  
Mahatma Gandhi Kashi Vidyapith

### SKILLS

- Digital Marketing Strategy
- Content Writing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Paid Advertising
- Social Media Management & Advertising
- Data Analytics & Reporting
- Email Marketing & Automation
- Team Leadership & Mentoring

### PROJECTS

#### LaScala Integrated Media

- SEO: Ranked keywords on first page of Google, boosting sales and visitors by 20%.
- Content marketing strategist: Created and implemented content marketing strategy that increased organic traffic by 50%.

<https://lascalaca.com>

#### Conqueri Digital

- Achieved a successful increase of 2,000 followers within a short period of time.
- Increased engagement and reach by 50% by creating engaging content and interacting with followers.
- Developed and implemented social media strategy that aligned with company goals and objectives.

[conqueri.ca](https://conqueri.ca)