

Disha Jillewar

Marketing Executive

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Key Achievements

- **Experience with UAE clients**
Successfully increased organic traffic by 21% within one year for E-commerce client through strategic SEO initiatives.
- **Boosted Site Engagement**
Led a retention-focused paid social campaign which delivered 15% increase in engagement.
- **Doubled Lead Generation**
Provided recommendation to optimize existing SEO campaigns which led to 8% YoY increase in leads.

Core Competencies

- Marketing Strategy
- SEO and Analytics
- Competitor Analysis
- Content Marketing
- Performance Marketing
- Data Analytics/Driven
- Cross-functional collaboration
- Client Management and Communication
- Team leadership

SEO/Analytics Tools

- Google/Meta Ads
- Google Analytics
- Email Marketing
- CMS Management
- SEMrush
- Screaming Frog
- Excel and Power Point

Results-driven Digital Marketing Executive with 5+ years of experience in planning and executing multi-channel campaigns (SEO, social media, Google, email, SMS) to enhance brand visibility for clients in the BFSI, travel, and healthcare industry. Proficient in using Meta Ads Manager, Google Analytics, and Google Ads to monitor and optimize campaign performance. Skilled in developing healthcare-compliant content for digital platforms and print materials, managing social media channels, and implementing basic SEO practices to improve website content.

Work Experience

Digital Marketing Associate, *iQuanti Inc*, 04/2024 to current

- **Digital Campaign Management:** Develop, implement, and manage multi-channel digital marketing campaigns to drive organic growth and rankings.
- **Collaboration:** Adept at coordinating with internal teams and external vendors to ensure timely rollout of marketing initiatives, events and webinars.
- **SEO Strategy:** Lead SEO activities, including content strategy, link building, and keyword planning for better ranking along with (CRO).
- **Analytics and Reporting:** Analyze and report marketing KPIs to provide actionable insights for continuous improvement.

Team Leader *iQuanti Inc*, 01/2021 to 03/2024

- **Lead and Mentor Team:** Supervised SEO specialists, coordinated the execution of events and PR activities including influencer collaborations.
- **Assess SEO Performance:** Evaluated SEO performance using tools like Google Analytics and SEMrush, with enhanced reporting through Power BI
- **Drive SEO and PPC Strategy:** Developed and implemented SEO strategies and managed PPC campaigns on Google Ads and social platforms.

Sr. Marketing Analyst *RankUno Technologies* - 05/2018 to 12/2020

- **Social Media Channel Management:** Monitored and managed social media channels, including engagement, reviews, and timely responses.
- **Website Content Management:** Updated and optimized website content using CMS, applying basic SEO practices to enhance digital visibility.

Marketing Analyst *OMX Technologies* 2017-2018

- **Keyword Research:** Conducted comprehensive keyword research analysis to optimize content and improve rankings.
- **Technical SEO Audits and Off-Page:** Assisted with technical audits, addressing site issues like page speed, core web vitals and creating off-page backlinks.

Education

2012 - 2015 **B.Sc: PCM**

2022 - 2023 **PGDM: Marketing Management and Research**

Certifications

SEO Foundations | Google Analytics Individual Qualification | SEMrush Content Marketing | SEMrush Marketing Analytics | PPC Fundamentals