

Anurag

Tech Driven Digital Marketing Specialist | BTECH (CSE) | Social Media Marketing
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Introduction

Data-oriented growth marketer skilled in **paid media, analytics, automation, and SEO**. Combines technical expertise with marketing execution—building, optimizing, and automating full-funnel campaigns for SaaS-based user acquisition and retention.

Education

- National Institute Of Medical Science and Research (NIMS University)**
Bachelor of Technology in Computer Science CGPA (till 5th Sem:- 7.8)
Jaipur, India June 2022 - Present
(Expected June 2026)
- Govt. sr. sec School (GSSS)**
Senior Secondary (12th), Science Stream [HBSE] Percentage :[76%]
Gurugram, Haryana march 2022
- New Krishna Model Public School (NKMPS)**
Secondary (10th), [CBSE] Percentage :[61%]
Delhi march 2020

Experience

Trainee Manager - Sales Partners (Bengaluru- Onsite) Nov 2025 - Present

Sales & Marketing channel Partner Management Firm.

Key Learnings:

- Assisted in managing partner performance, targets, and reporting..
- Led a cross-functional team.
- Support market expansion and partner engagement initiative.

Founder - Divine

Nov 2024 – mar 2025

Founded a Beauty Product based Startup . Concluded operations due to financial constraints after a valuable hands-on journey.

Key Learnings:

- Developed MVP and rapid prototyping.
- Led a small cross-functional team.
- Conducted user research and validated product-market fit.
- Managed branding, outreach, and customer acquisition.
- Learned startup finance and responsible closure.

Skills

Digital Advertising: Meta Ads Manager | Google Ads | Campaign Optimization

Analytics & Automation: Google Analytics 4 (GA4) | Looker Studio | Zapier | Sheets Automation

SEO & Content: Uber suggest | Keyword Planner | Copy.ai | Conversion Copywriting

Design & Branding: Canva | Visual Marketing | Landing Page Creation

Email Marketing & CRM: Mailchimp | Funnel Strategy | Drip Automation

Programming & Data: Python (Basics), NumPy, Pandas

Projects

- Paid Ads Campaign**
Tools used :- Canva | Meta Ads Manager | Google Ads(Mock setup)
 - Designed **2–3 visually appealing ad creatives** targeting SaaS founders & developers.
 - Defined **target audience segments** (location, job title, interests).
 - Wrote **high-converting ad copy** using AIDA & PAS frameworks.
 - Set **mock budget & KPIs** (CTR, CPC, CPA) for each campaign.
 - Created **performance projection report** showing expected ROAS.
- Analytics Dashboard**
Tech used :- GA4 | Looker Studio | Google Sheets
 - Built a **full-funnel marketing dashboard** from sample campaign data.
 - Tracked **Impressions → Clicks → Conversions → CPL**.
 - Created **visual charts & tables** to showcase campaign performance.
 - Simulated **data-driven recommendations** to improve ROI.
 - Learned **user behaviour tracking, event setup, and dashboard automation**.
- Email Funnel Automation**
Tech used :- Mailchimp
 - Built a **3-step drip campaign** for developer onboarding.
 - Created **email copy & subject lines** to maximize open rate & CTR.
 - Designed **CTA buttons and email layout** in Mailchimp.
 - Simulated **subscriber engagement metrics** (open rate, CTR).
 - Learned **email marketing workflow, automation, and lead nurturing**.

Certification

- Google Analytics 4 (GA4)
- Zapier Automation / Marketing Automation By FreeCodeCamp.

Achievements

- State Board Computer Science Topper (HBSE).
- Discoverer (Silver) Badge level 4 at 38420 Points MYGOV India.