

Sarthak Choudhary

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SKILLS SUMMARY

- **Digital Marketing & Advertising Solutions:** Performance Marketing, Digital Media Strategy, Meta Ads, SEO, Email Marketing, WhatsApp Campaigns, Audience Targeting
- **Analytics & Insights:** Google Analytics, Excel Dashboards, Campaign Reporting, Data Analysis, Google Tag Manager, Power BI
- **Customer Success & Stakeholder Management:** Stakeholder Communication, Campaign Planning, Cross-functional Collaboration, Problem Solving, Strategic Thinking
- **Web & Design:** WordPress, Elementor, Shopify, Wix, HTML/CSS, UI/UX Design, Figma
- **Soft Skills:** Leadership, Communication, Adaptability, Team Collaboration, Presentation Skills, Project Management

EDUCATION

- **H. R. College of Commerce and Economics, HSNC University** **Mumbai, India**
Bachelor of Commerce - Accounts and Commerce CGPA: 9.45 *Jul 2023 - Apr 2026*
- **Hansraj College, Delhi University** **Delhi, India**
Diploma for Digital Marketing and E-commerce *Jun 2023 - Feb 2024*

EXPERIENCE

- **Stair Digital Marketing** **Remote**
Digital Marketing Associate *Feb 2024 - Present*
 - o Managed and optimized user experience (UI/UX) and technical SEO for 25+ cross-industry websites; spearheaded on-page SEO strategies for an international Japanese tea brand that significantly increased organic search visibility and conversion rates.
 - o Deployed and optimized full-funnel digital media and advertising solutions, generating 1,900+ high-value customer conversations and 1.9M+ impressions; maximized customer success by consistently lowering CPA and delivering incremental outcomes.
 - o Built Excel dashboards to track campaign performance, audience behavior, engagement trends, and conversion metrics for data-driven marketing decisions.
 - o Leveraged technical skill across Google Analytics, advanced AI tools, and automated messaging platforms to scale digital marketing campaigns, driving customer acquisition and sustainable business growth for diverse e-commerce clients.

PROJECTS

- o **Safar Media Marketing:** Founded and managed an independent digital agency, translating complex business needs into powerful digital marketing and advertising solutions; executed performance marketing campaigns that generated 12K+ views within 3 days and accelerated organic growth through targeted audience engagement strategies.
- o **Special Cine:** Built and managed an open-access creative media platform dedicated to promoting emerging filmmakers; engineered user navigation structures, integrated embedded media streaming frameworks, and published film analytics content to optimize online visibility and channel referral traffic.
- o **Digital Marketing Analytics & Reporting:** Built comprehensive Excel and Power BI dashboards to track cross-channel campaign metrics, consumer behavior trends, and conversion performance; delivered data-driven insights to optimize ad spend and strategic campaign adjustments.

ACHIEVEMENTS

- o **Generated 2.6M+ Views as Google Maps Local Guide Level 7:**
Demonstrated strong audience engagement and local SEO impact through optimized content contributions.
- o **Published Research Paper in International Journal for Multidisciplinary Research:**
Researched consumer behaviour and pricing strategies in food delivery platforms.
- o **Hosted Hult Prize Campus Round at H.R. College:**
Coordinated event flow, participant engagement, and stage management activities.
- o **Elected President of Tech Hub at H.R. College:**
Led seminars and student events focused on AI, Blender, Canva and Digital Marketing.

CERTIFICATES

- Google Digital Marketing & E-commerce Professional Certificate – Google
- Google Ads Certification – Google Skillshop