

Ritik Yadav

Digital Marketing & E-commerce

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I am an experienced eCommerce & Digital Marketer with good communication skills, have experience in building all types of google ads campaigns, search display, performance max. Have knowledge skills in SEO practices. I have built several e-commerce stores with the main objective of building trust for audiences to convert them into customers.

Personal Details

Date of Birth: 2001-02-11

Highest Career Level: 2-5 years experience

Industry: Analytics, Internet, Ecommerce

Total years of experience: 3

Work Experience

E-Commerce Executive

Mimaindia - Mumbai, Maharashtra

March 2020 to Present

- Handling Website - Mimaindia.com, Azotique.com
- Website Development & Designing. (WordPress)
- Handling an e-commerce store. (Woo Commerce)
- Setting up SOPs for running eCommerce operations smoothly & taking daily updates from the team.
- Digital marketing. (SEO, Search Engine Marketing, Social Media Marketing & Email Marketing)
- On-Page SEO, Off-Page SEO& Local Seo
- Keyword Research
- Website Optimization as per Google Metrix & Page Speed Insight.
- Running Google Ads. (Shopping ads, Search & Display Campaign, Smart Campaign, Performance Max)
- Proper analysis of Google Analytics & Search Console & accordingly running the campaign by understanding the target audience demographics.
- Setting up Merchant Center and approving all products & full filling all merchant center requirements for disapproved products.
- Handling Social Media Accounts.
- Designing Creatives for Social Accounts, Website Banners & Offers Creatives.
- Product Listing, Bulk Product Uploading, Single Product Uploading, Variable Product Uploading.
- Inventory Management

Education

Bachelor's in BSCIT

Ramchand Kimatram Talreja College - Mumbai, Maharashtra

July 2018 to April 2020

Higher Secondary(12th Pass) in Science

Shaheed Dunichand T Kalani College of Education - Mumbai, Maharashtra

July 2016 to April 2017

Skills / IT Skills

- Wordpress | WooCommerce | Mailchimp | Wordpress Plugins
- Google Adwords | Facebook Ads | Google My Business | Google Merchant Center
- Canva
- E-Commerce | Digital Marketing | SEO | SEM
- E-commerce
- Analysis skills

Languages

- Hindi - Fluent
- English - Fluent

Projects / Papers Presented

MIMA INDIA, Mumbai based ecommerce store, for all Imported Health & Beauty Products, Like L'Oreal Professionel, Matrix Biolage, Olaplex, etc.

<https://mimaindia.com/>

Azotiique by Varun Raheja is a luxury multi designer fashion jewellery Ecommerce store situated in Mumbai. A dedicated store for niche and luxurious jewellery.

<https://www.azotiique.com/>

Additional Information

The Fundamentals of Digital Marketing