

Nalini Ranjan Panday

Marketing Manager

Delhi NCR

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Linkedin Profile

<https://www.linkedin.com/in/naliniranjan/>

Skills

Team Management

Project Management

Strategy Building & Execution

Search Engine Optimization (SEO)

Technical SEO

Performance Marketing

Media Planning

Content Marketing

MS Office

Google Analytics 4

Hotjar

Google Tag Manager

Google Search Console

Web Scrapping Tools (ahrefs, SEMrush, Moz Pro, ScreamingFrog)

Content Management Systems (WordPress & Shopify)

Data Analysis & Presentation

AI Tools & Prompt Engineering

eCommerce Management

Languages

Hindi

English

An experienced marketing professional with SEO as my primary forte, bringing 7.5 years of expertise in SEO, performance marketing, and team leadership. Proven ability to develop and execute data-driven SEO strategies, enhance organic search rankings, and drive business growth. Skilled with a strong capability to lead and manage high-performing teams. Passionate about leveraging analytical insights and industry trends to maximize online presence and ROI.

Employment history

Assistant Manager SEO, Appinventiv Technologies Pvt. Ltd.

Apr 2023 - Present

Noida

Lead Generation, Organic Traffic Increment, Strategy Building & Execution, Team Management, Content Marketing

Senior Marketing Specialist, BOULT Audio

Sep 2022 - Apr 2023

Gurugram

eCommerce Sales Growth, Performance Marketing Campaign Optimization, Media Planning, Strategy Building, Organic Traffic Increment, Copy Writing, eCommerce Site Management (Shopify)

Senior SEO Executive, CollegeDekho

Mar 2020 - Aug 2022

Gurugram

Lead Generation, Traffic Increment, Strategy Building, Content Writing, Client Servicing

Digital Marketing Executive, Invincible Web Solutions LLP

Jul 2017 - Feb 2020

New Delhi

Organic Traffic Increment, SMO, PPC Campaigns Optimization, Client Servicing & Business Development, WordPress Development, Content Writing

Professional Achievements

1. At Appinventiv, we ranked our service pages in top positions on SERPs and generated ample Sales-Qualified Leads (SQL) every month.
2. At BOULT Audio, I organically optimized the collection & product pages to gain traffic and sales. Additionally, I worked on performance marketing & other paid campaigns and optimized them to achieve a ROAS of more than 14.
3. At CollegeDekho, I worked on client projects and helped them with increased traffic and leads organically. Additionally, with client communications, I helped the sales team with client acquisition and retention.

Education

Lovely Professional University, Jalandhar

Sep 2022 - Aug 2024

Master of Business Administration (MBA in Marketing)

DCRUST, Murthal

Aug 2014 - Aug 2018

Bachelor of Technology (B.Tech in ECE)

Hobbies

Listening to Music, Reading, Solving Crosswords, Playing Word Games, Bowling, and Pool.