



ANUJ TANWAR

DIGITAL MARKETING STRATEGIST



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16th April, 1992



ABOUT ME

An Engineer from reputed Delhi College of Engineering, I spent my Engineering years challenging myself to master the website development & building my digital marketing skills, taking time off from Academics to pursue my own websites that would earn me a great earning. I am a self made professional - Getting all levels of certifications and exams from Google, mastering the nuances of all platforms like Twitter, Facebook, LinkedIn, Instagram etc., assisting political parties in their campaigns, giving an elevator jump to the personality and popularity index of selected clients who were politicians and movie/ad stars - this became my 18 hours a day passion! My passion is to be what I actually am – and help Individuals / Companies excel in the world wide web – anywhere, for any purpose.

My work style?

Be the best, do the best. And, it should be the best!!!

My cost?

Buy the best!

I don't come in the economy or budget category. Neither are my offerings and nor are your goals and aims!

My give-back to Society?

Mentor the newbies, for free.

Wanna describe myself in 4 lines?

- Eccentric Xpert in Social media marketing for upcoming SME (Small & Medium Enterprises)
- Expert in pan-India & Worldwide B-to-B and B-to-C Business promotion
- Target Marketing for political parties, rising politicians, ad-stars and starlets.
- Expert in SEO, SMO, PPC, ORM & Google Play Store Optimization

EDUCATION

2021-2023

DELHI TECHNOLOGICAL UNIVERSITY

Delhi School of Management
Executive MBA

2010-2014

DELHI TECHNOLOGICAL UNIVERSITY

Formerly Delhi College of Engineering
B.tech in Engineering Physics - Major in Electronics & Minor in Robotics (2010- 2014) - 60%

2010

KENDRIYA VIDYALAYA

Non - Medical + Computer Science (C.B.S.E)
Class 12th - 67%

2008

KENDRIYA VIDYALAYA

English, Hindi, Science, SST, Maths
Class 10th - 73%

INTERESTS



CAREER SUMMARY

- **TRANSPORT MALL, JULY 2021 - PRESENT**
SENIOR DIGITAL MARKETING MANAGER
From SEO to Online PR, managing ROI– data driven marketing campaigns that target and convert your key customers to App Users.
- **LETSTRACK, SEP 2020 - MAY 2021**
DIGITAL MARKETING MANAGER
Generating Online Sales from Amazon, Flipkart, Paytm & Shopify (shop.letstrack.in) via paid & organic Campaign on all platforms
- **F-TEC, OCT 2019 - JULY 2020**
MASTER TRAINER & CHIEF TECHNOLOGY MANAGER
Training the Digital Marketer Trainers, delivering digital marketing lecture in Delhi University & Planning the overall strategy for Digital Marketing Courses (Delivering & Marketing)
- **LOGICSOFTS, APR 2019 - AUG 2019**
DIGITAL MARKETING HEAD
All the digital marketing activities were planned and executed for in-house 7 projects and 30+ clients with a team of 32. The organization has wide clientele from all over the globe and our prime serviceable locations are - India, US, UK & Australia.
- **AIMS GROUP, JULY 2018 - APR 2019**
SENIOR DIGITAL MARKETING MANAGER
Handling majorly Saas Based Platform like Chocogrid, Tablemonks, Viral bao, Viral algo in the field of Website & App Developements, Restaurants, Influencer Marketing & etc.
- **RG GROUP, NOV 2017 - JULY 2018**
DIGITAL MARKETING MANAGER
RG Group a real estate company, generated around 40k leads which helps us to gain 90crore of revenue in 90 days.
- **AIMS GROUP, SEP 2016 - NOV 2017**
ASSISTANT DIGITAL MARKETING MANAGER
Generate Online Sales of 30 Lakh in just 3 days on Flipkart Only in Big billion Days for Mevofit Fitness Products. Normally we generate 1.2 Crore Sales in Month with a budget of 25Lakh,
- **SKYLARK GROUP, MAY 2014 - AUG 2016**
DIGITAL MARKETING EXPERT
Skylark Group is mainly dealing into Security Solutions, Highway Construction & Maintenance, Car Expert & Education. I was responsible for single handedly managing all the digital marketing activities
- **ALLSOUL.NET, FEB 2013**
MY OWN PROJECT
My own website with 100s of keywords in Google search results. it has organic traffic of more than 5K visitors Daily