**Objective**

Aditya Madhwani

* Analyst, E-Business

Email- [adityasmadhwani@gmail.com](mailto:adityasmadhwani@gmail.com)

Mobile- +918008873669

Very solid understanding of the digital marketing ecosystem, measurement capability landscape, and how it all works from a technical perspective. Extensive experience in data analysis and storytelling, going beyond the “what” to tell the “why” within research results. I promise to bring more laughter and smiles to the world of marketing while creating meaningful impact. Current experience includes handling E-Business wherein I Manage online Deals promotion transitions including enhancing the site experience, coordinating content updates making detailed offer updates, and overall ensuring the site was a premium experience for customers. Analyze site metrics to advise leadership and ecommerce partners on market practices to improve overall experience.

**Experience**

27/10/2017 – 02/02/19

Genpact- SEO Analyst

03/05/19 - 01/04/20

Dell International Services (Technical Content Writer)

01/04/20 – 31/03/21

Dell International Services -Team Mentor

01/04/21 – 31/05/21

Dell International Services- Marketing Communications

01/06/21 – Present

Dell International Services- Alienware Marketing (Analyst, E-Business)

**Responsibilities**

* Driving marcom strategy for Small business segment in US, including budget recommendations, roadmap planning and recommendations on content theme and vertical callouts
* Providing sales teams with marketing roadmaps and training on key initiatives, industry trends and partner solutions
* Gathering feedback through multiple channels, including direct customer interaction and communicate to appropriate marketing and business members
* Working with the Corporate Communications team and business leaders to increase visibility, education and awareness to key industry audiences through use of press releases, case studies, press briefings, featured stories, speaking opportunities and analyst briefings
* Developed and executed online merchandising for promotional campaigns. Coordinate marketing and GTM strategies with online sales managers through to daily RTB activities.
* Conduct keyword research and analysis to identify relevant and high-traffic keywords for content creation
* Develop and execute content strategies that align with SEO best practices and business
* Write and optimize website copy, blog posts, and other digital content for search engines and user experience
* Collaborate with cross-functional teams, 3rd party partnerships, including designers, developers, and marketers, to ensure content is optimized for SEO and user engagement
* Monitor and analyze website traffic, search engine rankings, and other key performance indicators to identify opportunities for improvement
* Develop and maintain editorial calendars to ensure timely and consistent content
* Use data-driven insights to inform content decisions and measure the success of content
* Use data and custom research to go beyond syndicated research, to help broaden the understanding of our consumers

**Certifications and Courses**

* CompTIA A+ 1001
* CompTIA A+ 1002
* Market Analysis
* Influencer Marketing
* Adobe Analytics

**Education**

[School Name, Location]

Pallavi Model School, Hyderabad (2015)

Intermediate:

Chinmaya Vidyalaya, Hyderabad (2017)

Graduation:

B.Com Honors from Aurora Degree College (2020)

**DECLARATION**:

I hereby confirmed that all the statements made in the above application are true and correct to the best of my knowledge and belief.