

YATIN KUMAR

Add:- Raipur, Dehradun

Mob :-9991903636

PROFESSIONAL EXPERIENCE

- Digital Marketing Manager, Adrith Infra Consultants Private Limited, Dehradun** **Feb 2023- Present**
- Developed a comprehensive strategy for campaigns aligned with company goals.
 - Conducted market research, identified the target audience, and created a content calendar.
 - Achieved a 40% growth in sales and a 25% increase in website traffic within six months, enhancing brand visibility.
 - Using advanced Excel functions, leading to actionable insights for campaign refinement.
 - Collaborated with designers and writers, utilizing social listening tools to generate content ideas.
 - Collaborated with teams to develop and implement A/B testing protocols, leading to a 30% improvement in ad performance metrics.
 - Utilized Google Analytics, Facebook Ads Manager, and advanced tools to analyze to generate insightful reports.
 - Managed social media advertising budget effectively, achieving a 100% return on ad spend and expanding reach to new customer segments.
 - Implemented analytics tools and processes to track KPIs, leading to a 25% increase in post-engagement rates and data-driven content trends.
 - Successfully managed and mitigated a social media PR crisis, safeguarding the brand's reputation and preventing long-term damage.
- Team Lead, DM(SMM), VUNUM Infotech Solutions Pvt Ltd, Dehradun** **Aug 2022 - Jan 2023**
- Coordinated and executed a series of local events to promote a new service offering
 - Increased click-through rates by optimizing ad copy and targeting, demonstrating vital analytical skill
 - Developed and managed successful Google Ads campaigns to reach targeted audiences, demonstrating strong knowledge of Google Ads platform and ad optimization skills resulting in a 25% increase in website traffic and a 30% increase in online sales
 - Increased brand awareness by 40% and also generated 100 new leads from the events through social media campaigns
 - Monitored and analyzed campaign performance metrics, making data-driven optimizations to improve ROI
- Digital Marketing Ex., Neer Build Tech, Dehradun** **Jun 2019 - July 2022**
- Established a new supply chain for construction materials and trained a team of 5 sales representatives.
 - Utilized digital marketing techniques, such as social media advertising and search engine optimization.
 - Reduced material costs by 20% and Increased sales revenue by 50% within 1 year.
 - Digital marketing campaign for UltraTech Cement & Shree Cement resulted in heightened online visibility, expanded customer reach, and increased brand loyalty.
 - Managed accounts and used accounting software such as Tally, Marg, etc. to track and reconcile financial transactions payable and receivable and helped to reduce the processing time by 50%.
 - Run campaigns on Facebook and Google SEO and increase the company sales by 30%
- Urbanclap, Freelancer, Delhi** **Mar 2017 - May 2018**
- Designed and implemented customized yoga programs for individual clients.
 - Utilized a variety of teaching styles and techniques to meet clients' needs.
 - Trained over 45 clients over 12 months and increased client retention rate by 70% within 6 months.

EDUCATION

Year	Degree	Institute	CGPA/%
2017 - 20	D.El.Ed, H.B.S.E	D.I.E.T	73%
2013-17	B.sc, Physics Honors	Delhi University	60%
2012 - 13	12th Grade (Non-Medical), H.B.SE	G.M.S.S.S.S	88%
2010 - 11	10th Grade, C.B.S.E	Shiva Shiksha Sadan	7.6

CURRENT EXPERIENCE

- Selected as a part of the product folks Insurjo'24, Online
- Completed ~12 hours of training across 4 weeks
- Projects Working on Dreams 11, Cadbury dairy milk

POSITIONS OF RESPONSIBILITY

- Volunteer, Healing Himalayas, Dehradun** **Dec 2021 - Present**
- Appointed as the Volunteer Coordinator for a non-profit organization
 - Recruited and trained volunteers for various programs and events, ensuring compliance with organizational policies and procedures
 - Increased volunteer engagement and retention and received positive feedback from volunteers and organization leadership
 - Collaborated with the leadership team to identify volunteer needs and designed recruitment strategies to meet those needs effectively
 - Established clear communication channels, keeping volunteers informed about upcoming events, opportunities, and organizational updates.

EXTRACURRICULARS/ PROJECTS/ CERTIFICATIONS/ ADDITIONAL EXPERIENCE

Certificate Course From Indian Yoga Association(IYA), C.C.Y Kaivalyadham, Pune

Jan 2017 - Feb 2017

- Completed a 200-hour yoga teacher training course and received a certification
- Learned and applied various yoga postures, breathing techniques, and meditation practices

ACHIEVEMENTS

- Increased sales revenue
 - Award Good Leadership
-

OTHER INTERESTS

Traveling

- I have a great fascination with traveling this exposes me to diverse cultures of different parts of India and I explore Uttarakhand
- Traveling has had a profound impact on my life. Some of my favorite travel experiences include hiking to George Everest in Munsoorie, visiting the ancient temple Bhadraj, and enjoying the beautiful lakes

Reading Books

- I love reading self-help books to gain new insights and strategies for improving different aspects of my life. Some of my favorite books are Be Extraordinary by Vishen Lakhiani, Alchemist by Paulo Coelho, and Chanakya in You by Radhakrishnan Pillai. I find that reading these types of books has helped me to develop better habits, increase my productivity, and cultivate a growth mindset.

Listening Music

- I enjoy listening to music. I like ambient and cinematic music. Some of my favorite artists are Thaman S, Ghibran, and Zack Hemsey. I often listen to playlists while working or exercising to stay motivated and focused