



# VISHAL GAUR

Innovative and motivated Digital Marketer with vast experience in creating content and managing the online presence of brands. Adapt trending algorithms to create engaging contents that results in higher visitor traffic patterns and greater success.

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## SKILLS

- Search Engine Optimization
- Social Media Marketing
- Content Writing
- Graphic Designing
- Editing proficiency
- News-writing skills
- SEO experience
- Market research expertise

## LANGUAGES

Hindi: First Language

English:

Proficient

## EDUCATION

\*Lucknow University -

2019

Bachelor of Business  
Administration- 82.6%

Intermediate- 2016

Riverside Academy- 80%

## EXPERIENCE

### Digital Marketing Manager

Government Of Uttar Pradesh - LUCKNOW, UTTAR PRADESH

07/2022 - Current

- Implemented test-and- learn approach for social media, documenting results and learnings to improve future strategies.
- Researched current social media trends and audience preferences for maximum post performance.
- Defined key performance indicators and social media metrics to follow for monitoring social media goals.

### Digital Marketing Executive

Unicode Systems - LUCKNOW, UTTAR PRADESH

09/2021 - 04/2022

- Stayed updated on social media trends through daily research, reviewing forums, listing to podcasts and networking.
- Developed a variety of content for Instagram, including Reels, graphics, IGTVs, videos and images.
- Used excellent, compelling, engaging and persuasive copywriting skills to develop outstanding copy for social media posts.

### Social Media Marketing Executive

Image Today - LUCKNOW, UTTAR PRADESH

03/2021 - 08/2021

- Engaged with customers on social media by addressing queries and concerns to establish roster, build rapport and provide continued support.
- Managed editorial calendar to structure campaign and synchronise schedule.
- Conducted research to determine target demographics, platform and brand messaging to provide best results in social media practices.

### Social Media Marketing Executive

Softfix Technologies - LUCKNOW, UTTAR PRADESH

01/2020 - 02/2022

- Produced high-quality social content, ensuring alignment with brand voice and messaging.
- Researched current social media trends and audience preferences for maximum post performance.
- Formulated and implemented detailed marketing strategies, engaging with online audiences to drive potential reach.