

Gaurav Tyagi

Digital Marketer

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EXPERIENCE

Freelance Projects — Digital Marketing

- Turn Organic -Organic Food Company
- Picfliq - Interesting Facts website (UK/US)
- Gulia Artist - Youtube Promotion
- Underratedin3 (IG Page, YT) - Sports Dress Seller(Volleyball)
- Confused Seller - SMM, Amazon A/C.
- MT_Production (SMM) - Online Awareness
- Stylish Look(FB Page) - E-commerce
- WordPress Website - DL Metro Blog, Fitness Blog, Company Brief.
- Onlyacemedia - A Dubai Digital Marketing Agency: Generating Leads for Real Estate in Dubai.
- Vijay Life Care - This is a pharmaceutical company. I managed their online growth and branding. I worked on numerous products for them, focusing on online growth and product branding.
- Rishikesh Yoga Darshan - Delivered exceptional results for Rishikesh Yoga Darshan by lowering CPL by over 85%, from ₹4,400 to ₹400, through strategic campaign optimization.
- VVH Group - Started in February 2026 as a freelance performance marketer for VVH Group. Run Leads ads for their gated society projects.

Alag Prachar, Delhi — Digital Marketing Manager

Sep 2023 - Oct 2025

This is a startup for a Digital Marketing agency. I manage all digital marketing here and train their employees in digital marketing. I gave the agency the name "Alag Prachar." I also created the agency's website. Here, I managed the whole agency. I also worked for the GOVT. client here i.e. - Saheli - a HLL product.

Sumxmedia PVT LTD, Delhi — Social Media Manager

Aug 2022 - Aug 2023

This was a startup for a Digital Marketing agency. I was hired as a social media manager, but I worked for them like a manager of the company. I pitch the clients on board them and manage all the online marketing and make strategies for them. I also learn new things here, like video shoots and photoshoots. I also did shoots for the clients.

SKILLS

PROFESSIONAL SKILLS -

Digital Marketing
SMM
SEO
SEM
Email Marketing
Influencer Marketing
Google Ads
Facebook/IG Ads
Youtube Promotion
Community Handling
MS Office
Google Docs
Google Sheet

PERSONAL SKILLS - Learning

Problem Solving
Self Motivated
Team Worker

TOOLS

Experienced In -

Facebook Business Manager
Google Ads
Google Analytics
Similar web
Canva
WordPress
SEO Tool(Rank Math)
Google Keyword Planner
PS6
Chat Gpt4
Perplexity Ai
Meta Ai
Goggle Gemini
And many more...

The Lantern Studios, Delhi — Social Media Manager

Sep 2021 - May 2022

This is a creative agency, and I worked here as Social Media Manager. Here, my roles are managing all the clients. Make strategies for them to grow, create creative and new ideas for design, posting, run fb ads, IG ads, create YT accounts for clients, run lead form ads, and look for overall growth of the clients.

Tagbin Service Pvt Ltd, Gurugram — Freelancer Operation Head

Jul 2019 - May 2020

Tagbin is an event company. I joined Tagbin as a Freelance Operations Head at sites. MY work there is to supervise the staff and workers at sites. I am also accountable for the Goods and Services needs on sites.

Affonix, Gurugram — Digital Marketing Executive

Nov 2018 - April 2019

After my internship, I got this job, and there I worked mainly in Affiliate Marketing, in which I had to find new affiliate programs for the company and apply for them. I also made a WordPress website for US content and managed a website and Facebook page for an organic food company, namely Turn Organic, in which I was doing off-page SEO and ran FB Campaigns, respectively. Learned some tools like Google Trends, Google Ads Keyword Planner, SimilarWeb, etc.

18 BoxMedia LLP, Gurugram — Digital Marketing Intern

Aug 2018 - Nov 2018

In this internship, I learned the great skill of community handling, where I searched for talent influencers and managed them on different online media platforms like Boloo, Vmate, and Bigo. I also learned FB Ads campaign, SMM, SEO, Affiliate Marketing, etc.

AWARDS

Javelin Throw - Got third prize at the Zone Level in the 10th Class.

Digital Unlocked - Got a certificate from Google in Digital Marketing.

LANGUAGES

English, Hindi

EDUCATION

Nalanda Modern Public School, Delhi — Matriculation

April 2011 - March 2012

I scored 8.2 CGPA from the CBSE Board.

S.B.B.M, Delhi — *Intermediate*

April 2013 - March 2014

I had commerce with the maths stream in which I scored 76.8% from the CBSE Board.

JIMS, Delhi — *B.C.A*

Aug 2014 - May 2017

I did my graduation in Bachelor of Computer Applications, in which I scored 64% from GGSIPU.

PROJECTS

Summer Internship — *Web Designing*

Company - Buzytech IT Solutions

Platform - HTML, CSS, JS.

Description - It was a static website on fireworks made by me under the guidance of Mr. Parmod (UI Developer). I have learned HTML and CSS techniques for creating a normal static website.

College Project — *App Development*

App Name - QuickApp

Description - This project I have done in my college final year project with my two friends, in which we made an app in which we can share information offline by connecting to the same server. I made a presentation for this project and learn something about ZampServer.