

Digital Marketing Freelancer

Madhura

Freelance Services:

- ▶ Social Media Marketing
- ▶ Paid Facebook Campaigns
- ▶ Google AdWords
- ▶ Twitter influencers marketing
- ▶ Bloggers Management
- ▶ Email Marketing
- ▶ SEO
- ▶ Website management
- ▶ Content Development
- ▶ Graphics Designing
- ▶ Digital Marketing Consultation
- ▶ Others related customized solutions

About Me:

After working full-time for about 4 years in Business Development, Marketing and Social Media, I decided to go Freelance and Remote last year.

My employment experience has been focused on Digital Marketing, Marketing Strategy, Creative design, Paid advertising and so on.



I thrive and perform effectively in challenging and competitive environments.

I love working with SMEs and start-ups.

I find innovative solutions to digital marketing challenges.

If you are a business or professional in need of a website or online presence, I can help.

I accept freelance assignments.

[Contact me!](#)

My Social Media Presence

	Facebook	Twitter	Instagram	LinkedIn
Friends	692	-	-	-
Following	-	1173	231	-
Followers	1243	2910	646	16000
Connections	-	-	-	15139
Groups	200	-	-	40
More	-	Influencer	Influencer	Author



Google AdWords

- ▶ Search and Display Campaigns
- ▶ Text and Image ad content creation
- ▶ **Hyper local Targeting**
- ▶ Keyword research
- ▶ Ad Extension for more leads
- ▶ Bid Adjustment for minimum spend
- ▶ First page ranking for desired keywords
- ▶ A/B tests
- ▶ Mobile only ads

Results:

- ▶ Avg. Conversion Rate: 12%
- ▶ Avg. CTR (Click Through Rate): 1%
- ▶ Expertise: **Reducing Cost/Lead, Cost/Conversion significantly.**

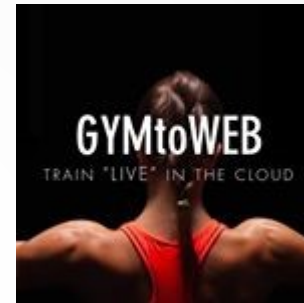
Facebook Ad Campaigns

- ▶ All type of campaigns(Page like, Local awareness, Event, Lead generation)
- ▶ Copy-writing and Image Designing
- ▶ Target audience, Look-alike audience groups
- ▶ Re-targeting ads
- ▶ Custom audience with existing database of clients
- ▶ Mobile specific and local ads
- ▶ Power editor experience and expertise
- ▶ Facebook video ads

Results:

- ▶ Avg. CTR (Click Through Rate): 2%
- ▶ Expertise: **Optimizing campaigns for maximum post reach, engagement, page/post likes and conversion**

Brands I worked with



[CANCER CARE NGO]



Eleni Adkins Handwovens



Brands I worked with



HEMANT DESHPANDE



Email Marketing

- ▶ Valid email address database available from various sectors
- ▶ Creating content and design for Emails
- ▶ Mailchimp, SugarCRM and various other free and paid Email Marketing tools used.
- ▶ Weekly, Monthly newsletters
- ▶ Event Invitations
- ▶ Market research for relevant target audience
- ▶ Expertise: **Focus on valid and relevant target audience, Improving open and conversion rate.**

Miscellaneous

- ▶ Google Analytics, Conversion Tracking
- ▶ Social media listening and analytics
- ▶ Competitor Analysis
- ▶ Bloggers outreach/management (All sectors)
- ▶ Online Reputation Management
- ▶ International market targeting (US and UK)
- ▶ Lead Generation
- ▶ Monitoring trends in social media tools and applications
- ▶ Offline marketing

Other

- ▶ Part of Digital marketers group on various platforms
- ▶ Curate-d twitter accounts for city/brands
- ▶ Host for various meet-ups, for Social Media and other interests
- ▶ Consultant for start-ups- Digital marketing, Branding
- ▶ Setting up Digital team for brands/start-ups including recruitment
- ▶ Presentations on projected digital strategy for brands
- ▶ Website Management- WordPress, Shopify, Etsy

Testimonials

“Madhura played an important role in implementing Social Media strategies for TouchMagix. She was good in managing social media channels along with day-to-day marketing activities. She took care of Email Marketing on SugarCRM and Mailchimp. She worked with graphics and website design team to make the website look better for SEO and design perspective. She also provided regular reports along with necessary analytics and social media trends. I definitely recommend hiring her if you are looking to improve or establish your social presence!”

- Anup Tapadia, Founder TouchMagix

Testimonials

“I know Madhura very well, have been working with her for more than a year now. She has a very sound knowledge of Social Media Marketing and is hands on for a lot of things. She has been instrumental in leading the team of GFX, Programmers, and interns. She has strong leadership skills, and is a quick learner. Have noticed several times, she handles the team well, A bit impatient to get things done, but at the end of the day, that quality gets things done on time.

She has a pleasing personality, Very well connected in the social media circuit, and is constantly updating herself with new developments in the Social Media / Digital Space. Work wise, She has Developed two of our websites from scratch. We even did a lot of new things like geo tagging, Back end Conversion tracking, she managed to get all done as per the requirement from the programmer.

She handled the complete social media platform including facebook, twitter, instagram, linkedin, etc. right from Posts, to managing paid campaigns, etc.

What she did very well during her tenure was that she picked up Google Anaytics and Adwords very well, even though not certified but can give a certified specialist a run for their money. She also handled our outside vendors for emails, Mobile Services, etc.

Have found her high on integrity. I would strongly recommend her for any assignment you trying to get done.”

- Pritul Sangavi, Founder Anakin Management and Bima Business

Thank you!

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