

## Contact

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## Top Skills

Social Media Management  
Search Engine Optimization (SEO)  
Social Media

## Languages

English

## Certifications

Foundations of Digital Marketing and  
E-commerce  
MS Office and MS Excel  
Digital Driving License (United  
Kingdom)  
Google Ads - Measurement  
Certification  
Foundation of Digital Marketing and  
E-commerce

# Tarun Srivastava

Be what you are! Human  
Lucknow, Uttar Pradesh, India

## Summary

Intelligence, creativity and genius are generally regarded as highly valuable assets of the human mind

## Experience

### Wisement

Digital Marketing Manager  
September 2023 - Present (1 month)  
California, United States

**Strategy Development:** Develop and execute comprehensive digital marketing strategies aligned with overall business goals. Identify key performance indicators (KPIs) to measure success.

**Search Engine Optimization (SEO):** Optimize online content and website structure to improve organic search rankings. Conduct keyword research, on-page optimization, and backlink strategies.

**Social Media Management:** Manage and grow the organization's social media presence on platforms like Facebook, Twitter, LinkedIn, Instagram, and others. Develop and execute social media marketing campaigns.

**Email Marketing:** Design and execute email marketing campaigns, including newsletters and automated sequences. Segment email lists and analyse campaign performance.

**Analytics and Data Analysis:** Use analytics tools to track and measure the effectiveness of digital marketing campaigns. Generate reports and insights to make data-driven decisions.

**Conversion Rate Optimization (CRO):** Identify areas for improvement on websites or landing pages to increase conversion rates. Conduct A/B testing and implement optimization strategies.

Social Media Advertising: Create and manage paid advertising campaigns on social media platforms to reach specific target audiences. Set budgets, define targeting criteria, and monitor ad performance.

Online Reputation Management (ORM): Monitor and respond to online reviews, comments, and feedback to maintain a positive brand image. Address and mitigate negative sentiments when necessary.

Budget Management: Allocate budgets for various digital marketing channels and campaigns. Monitor spending and adjust allocations as needed to maximize ROI.

Competitor Analysis: Research and analyze competitors' digital marketing strategies to identify opportunities and stay competitive.

## Freelancer

### Social Media Manager

January 2019 - Present (4 years 9 months)

India

Handling Social Media Manager for a Few Celebrities in India and One in USA

## STREE

### Head of Product and Operations

January 2022 - September 2023 (1 year 9 months)

Goa, India

My Responsibility is to increase the company's success within our existing product lines. The spectrum of my tasks ranges from innovative product innovations to optimising the efficiency of existing products. In addition to this, I do lead a team of tech developers and lead, develop visions and sustainable strategies in order to build on the success in close co-operation with all company departments.

### Responsibilities :

Strategic planning and management of the entire product portfolio.

Definition and alignment of the vision, strategy and roadmap, in order to establish the company as a global supplier.

Create and present visionary innovations (occasionally in front of investors or analysts), strategic decision proposals, as well as the calculation of business cases.

You will be responsible for strategic partnerships and lead necessary contract negotiations.

You will represent the company with regard to strategic customers, the press and analysts.

Definition, monitoring of the company relevant KPIs and control of the measures to achieve the objectives set.

Sales and profit and loss responsibility for the entire international business.

Lead a product management team in which you motivate and achieve steady improvements in your area

Identification and promotion of high potentials and talents.

### Axis Mundi Ou

#### Project Manager

April 2020 - January 2022 (1 year 10 months)

Tallinn, Harjumaa, Estonia

My responsibility includes, Planning, organising, and integrate cross-functional information technology projects that are significant in scope and impact. .Worked with 50+ International clients, mostly from Europe. Co-ordination with the Developers and present the products to the clients, from scratch to the final Development.

### End Of Day Solution

#### Director Of Customer Service

December 2020 - December 2021 (1 year 1 month)

Lahti, Päijänne Tavastia, Finland

Responsible for overseeing many of a business's daily activities, directing and coordinating actions across an organization. Drafts, implementations, and Executes policies and procedures to facilitate a quality customer service experience. Establishes performance metrics for customer service representatives. Establishes service levels and requirements for the department.

### PaisaBazaar Marketing and Consulting Private Limited

#### Assistant Manager

February 2019 - April 2020 (1 year 3 months)

Gurugram, Haryana, India

Responsible for implementation of the workflow procedures based on requirement of the company. My responsibility also includes the Supervision employees during day-to-day tasks, providing customer support in escalated

situations and managing the overall workflow of a workplace. Currently Handling 120+ workforce.

### Radical Minds Technologies Pvt. Ltd.

Assistant Manager

May 2018 - February 2019 (10 months)

Gurugram, Haryana, India

My responsibility is to Ensure operational excellence by performing managerial tasks, such as scheduling, maintaining client's requirements, and/or evaluating employee performance. Bridging the gap between upper management and staff to Ensure the betterment of the company.

### Okamant Information Technology Pvt Ltd

Production Manager

February 2016 - April 2018 (2 years 3 months)

Delhi, India

Responsible for both product planning and product marketing. This includes managing the product throughout the Product Lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering, to deliver winning products. Have handled more than 300 agents.

### Tapzo

Operations Team Lead

August 2015 - January 2016 (6 months)

Delhi, India

Learnt the Work from Home culture in Tapzo. My responsibility is to monitor and supervise a group of employees to achieve goals that contribute to the growth of the organization. I always motivate and inspire my team by creating an environment that promotes positive communication, encourages bonding of team members, and demonstrates flexibility.

### Barclays

Process Associate

October 2013 - August 2015 (1 year 11 months)

Noida, Uttar Pradesh, India

Many Achievements under the belt. First International Candidate to get Digital Driving Licence(DDL),United Kingdom. Helping the new one's to learn more about digital Banking and make them aware how it works. I am the only Barclays Employee who have served the Customers based in the UK via

Skype (Live and on Video). The session was named as Tea and Teach by Barclays. Learnt a lot about how to handle the Customers.

Quester Services

Operations Team Lead

April 2011 - September 2013 (2 years 6 months)

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## Education

Modern Academy - Maady

High school, Science · (2002 - 2005)

DMPS

Schooling, Science · (1991 - 2000)