

# CHARIT ANCHAN



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## WORK EXPERIENCE

### Digital Marketing Manager at Amazon

June 2019 to September 2022

*For the US & MENA region-*

- Tactical strategies and execution: Creating strategies and leading the marketing activities across SEM, Retention Marketing, and Retargeting.
- Managing, reviewing, and performing daily account responsibilities associated with Google Ads.
- Providing recommendations and executing strategies for keyword opportunities, campaign structuring, and targeting.
- Managing multimillion \$ P&L budgets, internal team collaborations & agency relationships - towards customer acquisition, engagement & experience.
- Analyzing campaign metrics/data and improve performance, and monitoring the success of campaigns using various reporting tools
- Worked towards brand awareness & customer-centric analytics.
- Managing campaign expenses, staying on budget, estimating monthly costs, and reconciling discrepancies.

### Digital Marketing Manager at Eureka Supplements

August 2018 to May 2019

- Create and execute overall marketing strategy covering in-bound, out-bound and remarketing practices
- Creating content for marketing purposes
- Designing, building, and maintaining social media presence.
- Measuring & reporting the performance of all marketing campaigns, and assessing against goals.
- Manage and leverage the digital platforms to their best
- Coordinate all marketing activities to generate leads

### IFB Appliances- Assistant Manager Marketing

January 2015 to April 2018

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Maintaining social media presence across all digital channels & Determining what content will reach customers
- Measuring and reporting on the performance of all digital marketing campaigns

### IFB Appliances-Digital Marketing Specialist

June 2014 to January 2015

- Researching advertising trends & Measuring digital traffic
- Deciding on the appropriate placement of ads
- Publishing digital marketing content online
- Implementing email marketing campaigns

**Operations Head at The Yolk Media– List of clients included The Souled Store, Apollo Hospitals, ITC Hotels, Southwire & Coursera.**

June 2019 to Present

- Planning and executing all digital marketing, including SEM, social media, marketing database, email, and display advertising campaigns
- Designing, building and maintaining the social media presence of the clients
- Measuring and reporting performance of all digital marketing campaigns, and assessing against goals (ROI and KPIs)
- Identifying trends and insights, and optimizing spends and performance based on the insights
- Brainstorming new and creative growth strategies
- Planning, executing, and measuring experiments and conversion tests

**Founder at Mirakuru Digital Education (An Edtech)**

January 2019 to June 2020

- Facilitated the bridging of the gap between corporations and colleges through comprehensive training programs at an offline training institute.
- Trained 2193 students and successfully placed 87% of our learners
- Collaboratively created the course curriculum from scratch along with my co-founder
- On-boarded 15 trainers who worked with companies like Netflix, Uber, Google and Amazon.

**Content Creator & Consultant at Physics Wallah**

October 2022 to Present

**Content Creator & Educator at Relevel by Unacademy**

May 2022 to March 2023

**Course Instructor at Antwalk (Google-backed)**

July 2021 to June 2022

**Digital Marketing Trainer at Simplilearn & Digital Scholar**

October 2019 to May 2021

**Digital Marketing Trainer at upGrad**

May 2019 to October 2019

**Digital Marketing Trainer at Boardinfinity**

March 2019 to September 2020

**Been a guest speaker and lecturer at IIM Raipur, XIMB, VIT Vellore, JAIN University Bengaluru, N.L Dalmia, NMIMS Mumbai, and Thakurs College Mumbai.**

**EDUCATION HISTORY**

**Bachelors Degree in Marketing– 2014 batch**

**CERTIFICATIONS**

**Google Digital Marketing Certified**

**Search Engine Optimization Certified by University of California, Davis**

**Strategic Management by Copenhagen Business School**

**Social Media Marketing by Northwestern University**

**Facebook Blueprint Certified**