

Sarthak Choudhary

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Portfolio Sarthak Choudhary

PROFILE

Digital Marketing Associate with hands-on experience in SEO, social media management, and performance marketing across Meta and Google platforms. Skilled in building user-focused websites and executing end-to-end digital campaigns. Combines creative thinking with technical knowledge to deliver effective marketing solutions.

EDUCATION

Bachelor's of Commerce 2023 – 2026

H.R. College of Commerce and Economics, Mumbai

Diploma in Digital Marketing 2023 – 2024

Hansraj College, Delhi University

Focused on SEO, paid advertising, and campaign execution using tools like Google Analytics and Meta Ads Manager

PROFESSIONAL EXPERIENCE

Digital Marketing Associate | Feb 2024 - Present

Stair Digital Marketing

- Managed and optimized **25+ websites**, improving UI/UX, performance, and overall user experience across platforms
- Implemented **SEO strategies and conversion-focused website improvements**, enhancing organic visibility and user engagement
- Built and utilized **Excel and Power BI dashboards** to analyze campaign performance, product trends, and marketing effectiveness
- Independently executed **Meta Ads campaigns**, generating **1,900+ customer conversations** with cost per result as low as **₹15-₹40**, and delivering **5.9L+ engagements and 19L+ impressions**
- Collaborated on **e-commerce campaigns**, contributing to **200+ website purchases** and campaigns delivering **1.8M+ impressions and 6L+ reach**
- Designed and developed a **supplement e-commerce website for an Australia-based client**, focusing on conversion optimization and user experience
- Contributed to the **branding and website development of a matcha tea brand for an international audience**, supporting positioning and digital presence
- Leveraged **AI tools and WhatsApp marketing campaigns** to improve content efficiency, customer engagement, and campaign performance

PROJECTS

Special Cine - Personal Brand & Website

- Built and managed a personal brand website from scratch, focusing on content, design, and user experience
- Developed a structured layout and branding strategy to showcase creative work
- Applied SEO fundamentals and content strategy to improve visibility and engagement

Seasonal Marketing Campaign Strategy

- Planned and executed Meta Ads strategy targeting seasonal demand
- Focused on audience segmentation and conversion-driven creatives
- Contributed to increased product visibility and sales during peak periods

Website Development & Optimization

(Client & Academic Projects)

- Designed and developed websites for a teacher, stylist, and a product-based concept
- Optimized UI/UX, ensuring responsive design and conversion-focused layouts
- Implemented SEO-friendly structure and optimized user experience

Employee Turnover Analysis Dashboard

Power BI

- Built an interactive dashboard to analyze employee turnover trends and patterns

- Visualized key metrics to support data-driven decision-making

SKILLS

Marketing

SEO, Meta Ads, Email Marketing, WhatsApp Campaigns

Analytics & Tools

Google Analytics, Power BI, Excel Dashboards, Google Tag Manager

Design & Web

UI/UX, WordPress, Elementor, HTML/CSS, Shopify, Figma, Wix

Other

AI Tools, Content Strategy, Brand Building

LANGUAGES

English – Fluent

Hindi – Fluent

Spanish – Basic

Japanese – Basic

ACHIEVEMENTS

Local Guide Level 7

Google Maps

Generated 2.6M+ views, demonstrating strong content performance and local SEO impact

President - Tech Hub

H.R. College of Commerce and Economics

Elected President of the Tech Club; led seminars on AI, Power BI, and digital marketing, and organized student competitions

Event Host for Hult Prize

H. R. College of Commerce and Economics

Hosted the campus round, managing stage flow, coordinating sessions, and engaging participants

PUBLICATIONS

Research Paper on Student's Purchase Completion Behaviour

2026

International Journal For Multidisciplinary Research

Published research on consumer behavior in food delivery platforms (Swiggy/Zomato), analyzing impact of pricing strategies on purchase decisions