



Suraj Kharwar

Senior Social Media & Online
Reputation Management
Executive | Digital Marketer

Contact

7977254903

kharwarsuraj@gmail.com

A-202, Brooklyn Park, Global City,
Virar W - 401303

About Me

Experienced Social Media & Online Reputation Management (ORM) Executive with a proven track record in monitoring, responding to, and analyzing online brand presence to enhance engagement and maintain a strong digital reputation.

Skilled in concepts such as SEO, Wordpress, Google Ads and analytics, social media strategy and email marketing tools.

Certified in Advanced Digital Marketing from LIPS India.

Education

Master in Marketing Management

Mumbai University 2015-2018
Percentage: 64

Bachelor in Management Studies

Mumbai University 2010-2012
Percentage: 62

HSC

Maharashtra Board 2009
Percentage: 54

SSC

Maharashtra Board 2007
Percentage: 54

Experience

Senior Social Media Executive October 2024-Current

AGR Knowledge Services | Mumbai

- Manage online reputation and social media monitoring and response management for clients Including ICICI Bank and DRL UK - Nerivio uk
- Execute online audits and escalate issues to relevant stakeholders for timely resolution.

August 2023-September 2024

Senior Social Media Executive | Germin8 solutions | Mumbai

- Manage online reputation and social media monitoring for clients Including ICICI Bank by tracking monitoring and responding customer complaints and queries across platform
- Escalate important mentions to relevant stakeholders for timely resolution and support strategic decision-making.

August 2020-August 2023

Social Media Executive | Germin8 solutions | Mumbai

- Conducted social media listening and analysis for clients including ICICI Lombard, ICICI Prudential MF, and Ceat Tyres.
- Prepared daily, weekly, monthly, and quarterly reports covering competitor benchmarking, sentiment analysis, campaign performance, top topics, and actionable recommendations.
- Being backup for social media response for ICICI Lombard, ICICI Pru MF and Ceat Tyres

Skills

- **Digital Marketing**

Tools: Google Ads,
Google Analytics,
Google Tag Manager,
WordPress, SEO tools.

- **Social Media & ORM:**

Strategy, Content,
Engagement Tracking,
Reputation
Management.

- **Marketing & Analytics:**

Email campaigns, Data
Analysis, Reporting,
Automation.

December 2014 - August 2020

Data analyst - Germin8 Solutions | Mumbai

- Utilized in-house tools like Social Media Listening to track, monitor, and analyze real-time news, conversation and user feedback.
- Performed sentiment analysis, demographic insights, trending topic identification, customer engagement tracking, and competitor benchmarking.

September 2012 - October 2013

Data Analyst - Datasource PVT LTD | Mumbai

- Managed online tender entries, updating portals with accurate organizational and project details.
- Monitored and uploaded information on domestic and government tenders, e-procurement, public bids, and international bidding opportunities
- Ensured timely and accurate dissemination of tender information to support business opportunities.

Digital Marketing Project

Google Ads (Live Campaigns)

- Managed Search, Display, Remarketing, Video, & Mobile App campaigns.
- Applied CPC, CPA, CPM strategies; Keyword Planner, Ad Copies, Ad Extensions, Dynamic Ads, Call to action metrics .
- Monitored performance: CTR, Insights, Trends and Reports.

SEO (Search Engine Optimization)

- Executed On-Page & Off-Page SEO; keyword research, semantic & latent indexing on my wordpress website
- Conducted link building, backlink analysis, page optimization for Google SERPs.

Social Media Campaigns

- Facebook/Instagram/Twitter/YouTube: Page creation, Content scheduling and posting content, paid ads, custom/lookalike audiences, content calendar management.

WordPress

- Installed themes & plugins, Website creation using Elementor page builder.
- Optimized responsive design, site speed, SEO plugins and other factors

Email Marketing

- Managed and executed automated email campaigns using ActiveCampaign tool.
- Designed and implemented templates, triggers, and workflows for targeted campaigns.
- Gained hands-on experience in end-to-end email campaign management, including segmentation, personalization, and automation strategy.