

APOORVA ANUPINDI

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EXPERIENCE

Digital Marketing Manager | SIMCO Electronics

Santa Clara, CA | September 2019 - June 2020

- Planned and executed demand generation campaigns to meet OKR goals for MQL conversion
- Built content strategy to support the customer journey across the marketing funnel
- Designed and optimized email campaigns to improve email marketing engagement by 145%
- Managed marketing automation system to track attribution, lead scoring, and campaign trends
- Developed key areas of corporate website and optimized for SEO to grow organic traffic by 60% and increase site conversions by 71%
- Worked cross-functionally with sales and software leaders to develop lead nurture strategy
- Created engaging copy and designed creative for email, ads, social media, website, etc.

Digital Marketing Specialist | Agari, Inc,

Foster City, CA | February 2018 - June 2019

- Assisted in execution of 2018 company & website rebrand to grow organic traffic by 58%
- Managed SEO agency to optimize target keyword and website rankings
- Developed paid search and display campaigns; planned industry advertising opportunities
- Handled social media presence to build brand awareness and grow engagement by 33%
- Supported creative needs for social media panels, advertising campaigns, and video content

Marketing Manager | Bizmatics, Inc.

San Jose, CA | February 2015 - February 2018

- Led redesign of corporate website to grow organic traffic by 34%
- Drove demand generation strategy to develop integrated campaigns including digital advertising, webinars, and industry events
- Identified target keywords for SEO to plan content and grow rankings
- Managed editorial calendar to streamline thought leadership content creation
- Developed and maintained corporate brand guidelines and designed all marketing collateral

EDUCATION

University of Texas at Dallas

Richardson, TX | August 2010 - December 2014

Bachelor of Science in Psychology, Minor in Marketing

CERTIFICATIONS

Google Ads | Google, January 2019

User Experience Design | General Assembly, March 2017

KNOWLEDGE

SEO/SEM, Email Marketing, Website Management, Marketing Automation, Digital Advertising
HTML/CSS, Google Analytics, Graphic Design, Photography, Video Editing