

RAJALAXMI SWAIN

Digital Marketing Professional | B2B/B2C Lead Generation | Campaign & Analytics Specialist

+91 7504402232 @ rajalaxmi.swain29@gmail.com https://linkedin.com/in/rajalaxmi-swain290896 Bengaluru, India

CERTIFICATION

Digital Marketing & Analytics

08/2024 - 02/2025 Boston Institute of Analytics

- Mastered **SEO, SMM, SEM, influencer marketing, content creation**, and **keyword research** to drive high-ranking webpages and campaigns.
- Executed **SEO, PPC**, and **social media campaigns** using analytics tools to optimize performance, audience targeting, and marketing ROI.

EXPERIENCE

Senior Executive

Ven Consulting India Pvt Ltd 03/2023 - 07/2024 Bengaluru

- Prospected and engaged clients across **Construction, Manufacturing, and Infrastructure sectors**, achieving **200% of monthly sales target** once.
- Built and optimized **lead databases** using **LinkedIn Sales Navigator** and **NAUKRI**, improving outreach efficiency by 40% for HR and procurement professionals.
- Executed email campaigns, generating **150+ qualified leads** monthly and consistently scheduling high-value client meetings.
- Maintained **Salesforce** and **Excel dashboards**, enhancing lead tracking accuracy by 30% and streamlining weekly performance reporting.
- Delivered **weekly KPI reports**, enabling strategic decision-making and consistently exceeding lead quality and conversion benchmarks.

Business Associate

Blue Horn 05/2021 - 03/2023 Bengaluru

- Managed end-to-end **B2B and B2C lead generation**, achieving consistent engagement with **200+** potential clients daily across campaigns.
- Developed tailored **marketing content** and **collateral** based on buyer personas, improving campaign response rates by 35% across projects.
- Conducted surveys, analyzed **customer feedback**, and refined offerings, increasing client satisfaction and conversion by 25% year-over-year.
- Planned and implemented **10+ events** and **marketing campaigns**, expanding brand visibility and networking opportunities by over 50%.
- Leveraged **promotional strategies** and **networking** to secure high-value business opportunities, enhancing revenue growth and client retention.

Management Trainee

CapitalVai Global Research Ltd 02/2020 - 12/2020 Indore

- Generated **100+ investment leads** through cold calling and financial consultations, achieving 30% conversion rate within assigned sales cycle.
- Advised clients on **low-risk investment options**, managing sales pipelines and contributing to 15% overall revenue growth during tenure.

INTERNSHIP

Intern

GTI Digital 07/2025 - 08/2025 Jaipur

- Executed **SEO, website building**, and **ranking projects** for multiple clients, increasing website traffic and search visibility by over 50%.
- Designed **product listings, website banners**, and **marketing videos**, enhancing client engagement and digital campaign effectiveness significantly.

LANGUAGES

English Proficient Hindi Native Odia Native

INTERESTS

- ✈ Traveling, Exploring new cultures
- 🎨 Dancing, Art & Craft

SUMMARY

Digital Marketing Executive with hands-on experience in B2B and B2C lead generation, campaign management, and client engagement. Skilled in Google Ads, Meta Ads, SEO, email marketing, and analytics tools including Google Analytics, SEMrush, and Search Console. Adept at creating ROI-driven strategies, optimizing outreach via LinkedIn Sales Navigator and Salesforce, and executing high-impact campaigns. Successfully achieved 200% of monthly target at Ven Consulting India. Certified in Digital Marketing & Analytics, seeking data-driven digital marketing roles to enhance engagement, conversions, and business growth.

EDUCATION

MBA in Marketing & Operations

Presidency University

07/2018 - 06/2020 Bengaluru

B.Tech in Electrical Engineering

I.T.E.R, SOA University

07/2014 - 05/2018 Bhubaneswar

SKILLS

Digital Advertising & Campaign Management

Google Ads, Meta Ads (Facebook/Instagram), DV360, CM360, Pay-Per-Click (PPC) Management, Display Advertising, Campaign Optimization, Conversion Rate Optimization (CRO), A/B Testing, CPC/CPA Management, Ad Copywriting, Landing Page Optimization

Search Engine Optimization (SEO) & Analytics

On-Page SEO, Off-Page SEO, Keyword Research & Analysis, Google Analytics, Google Search Console, SEMrush, Competitor Analysis, Website Traffic Analysis, Content Optimization, Organic Growth Strategy, Reporting & Insights

Social Media & Content Marketing

Social Media Strategy, Social Media Marketing, LinkedIn Outreach, Content Calendar Creation, Canva Design, Engagement Growth, Audience Targeting, Influencer Collaboration, Brand Awareness Campaigns

Email & Lead Generation

B2B Lead Generation, B2C Lead Generation, Email Marketing Campaigns, Salesforce Management, LinkedIn Sales Navigator

Marketing Strategy & Client Management

Client Relationship Management, Account Management, Negotiation Skills, Cross-functional Collaboration, Sales Enablement

Tools & Technical Skills

Google Ads Manager, SEMrush, Google Search Console, Google Analytics 4 (GA4), Salesforce CRM, LinkedIn Sales Navigator, Canva, Microsoft Excel