



RAHUL SINGH

DIGITAL MARKETING MANAGER

PROFILE

Result-driven Digital Marketing Manager with 8 years of experience leading successful marketing campaigns. Proficient in Search Engine Optimization (SEO), Shopping Ads, and Lead Generation. Adept at managing teams of up to 15 members to achieve organizational goals and exceed client expectations. Proven track record of increasing brand visibility, driving traffic, and generating quality leads across various digital platforms.

WORK EXPERIENCE

Cokion Private Limited

2019 - PRESENT

Digital Marketing Manager

- Led and managed comprehensive SEO campaigns aimed at improving clients' online visibility and organic search rankings.
- Developed and executed targeted advertising campaigns across various platforms including Google Ads, Facebook Ads, and LinkedIn Ads to drive traffic and conversions.
- Successfully managed marketplace listings on platforms like Amazon, Flipkart, Myntra, Ajo, Jiomart, Walmart, and Etsy, optimizing product title, bullet points, descriptions, and images to maximize sales and visibility.
- Oversaw the design and development of responsive and user-friendly websites for clients across diverse industries, focusing on enhancing user experience and increasing engagement.
- Directed the design and development of mobile applications, ensuring seamless functionality and intuitive user interfaces to meet client specifications and industry standards.
- Implemented lead generation strategies encompassing email marketing, content marketing, and social media campaigns to attract and nurture leads through the sales funnel.
- Conducted thorough market research and competitor analysis to identify opportunities and develop effective branding strategies for clients.
- Collaborated closely with clients to understand their business objectives and tailor digital marketing solutions to meet their specific needs and goals.
- Utilized data analytics tools such as Google Analytics and SEMrush to track and analyze key performance metrics, providing actionable insights to optimize marketing strategies.
- Managed a team of digital marketers, providing guidance, training, and support to ensure the successful execution of projects and attainment of targets.
- Stayed abreast of industry trends and best practices in digital marketing, continuously adapting strategies to leverage emerging technologies and opportunities.
- Implemented A/B testing and optimization techniques to refine marketing campaigns and improve conversion rates and ROI.
- Established and maintained strong relationships with clients, serving as a trusted advisor and strategic partner in their digital marketing endeavors.

CONTACT

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EDUCATION

SUBHARTI UNIVERSITY

- Bachelor of Computer Applications (BCA)

ROOMAN TECHNOLOGIES

- Networking & Storage

SKILLS

- **Search Engine Optimization**
 - Competitor analysis
 - On-page SEO
 - Off-page SEO
 - Technical SEO
 - Local SEO
 - Analytics & Reporting
- **Ad campaigns management**
 - Shopping ads
 - Search ads
 - Lead generation
 - Social media advertising
 - Analytics & Reporting
- **Branding & Reputation**
 - Brand Audit
 - Market Research
 - Brand Strategy
 - Visual Identity Creation
 - Content Development

DESIGNING TOOLS

- Adobe Photoshop
- Adobe Premiere Pro
- HTML, CSS, JS, Bootstrap

PROGRAMMING

- HTML
- PHP
- Python

AI TOOLS

- ChatGPT
- Synthesia
- Midjourney
- Fireflies
- GitHub Copilot
- Otter.ai
- AlphaCode
- Character AI
- DeepBrain AI
- Tabnine

STRENGTHS

- Strategic Thinking
- Leadership and Team Management
- Data Analysis and Interpretation
- Technical Proficiency
- Creativity and Content Strategy
- Adaptability and Continuous Learning

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Kannada (Basic)

HOBIES

- Book Reading
- Yoga
- Meditation
- Learning New Things

WORK EXPERIENCE

- Demonstrated proficiency in project management, overseeing multiple campaigns simultaneously while adhering to deadlines and budget constraints.
- Conducted regular performance reviews and assessments to evaluate the effectiveness of marketing initiatives and identify areas for improvement.
- Generated detailed reports and presentations to communicate campaign performance and provide strategic recommendations to clients and stakeholders.
- Implemented SEO best practices including keyword research, on-page optimization, and link building strategies to improve search engine rankings and drive organic traffic.
- Developed and implemented content marketing strategies including blog posts, articles, and multimedia content to engage audiences and enhance brand visibility.
- Leveraged social media platforms such as Facebook, Instagram, and Twitter to build brand awareness, foster customer engagement, and drive website traffic.
- Demonstrated a passion for digital marketing and a commitment to delivering exceptional results for clients through innovative strategies and proactive problem-solving.

Amazon Seller Services Private Limited

2016 - 2018

Digital Marketing Executive

- Supported marketing team by executing marketing initiatives and campaigns across XCM and social media channels.
- Designed and implemented promotions and cashback initiatives in various Fashion categories to boost customer acquisition and engagement.
- Synthesized, analyzed, and reported performance metrics for promotional campaigns, ensuring data-driven decision-making.
- Tracked and monitored performance of promotions campaigns to identify trends and opportunities for optimization.
- Assisted social media team by scheduling posts and stories, and maintained, tracked, and reported on post performance.
- Provided comprehensive performance reporting and analysis on projects, guiding strategic decisions.
- Owned execution of offsite marketing campaigns and onsite promotional campaigns during high-velocity events, ensuring seamless implementation.
- Developed, tested, and analyzed new promotion constructs to enhance conversion rates, sharing findings within the organization.
- Experimented with and optimized promotion constructs to maximize overall business impact.
- Collaborated with cross-functional stakeholders to ensure timely launch of marketing campaigns, fostering alignment and teamwork.

REFERENCE

Cokion Private Limited

Ms. Sarita Yadav / HR

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