




PULKIT SINGH

D I G I T A L M A R K E T E R

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 Charkhi Dadri,Haryana,127022

PROFILE

Results-driven Digital Marketing Specialist with over 5 years of experience in SEO, content marketing, social media strategy, and paid advertising. Proven track record of increasing web traffic, improving lead conversion, and building strong brand visibility. Adept at using data analytics and tools like Google Analytics, SEMrush, and Meta Ads Manager to optimize campaigns and drive ROI.

SKILLS

- SEO/SEM Optimization
- Google Ads & Meta Ads
- Email Marketing (Mailchimp, Klaviyo)
- Google Analytics, GA4
- Social Media Strategy
- Content Marketing & Blogging
- Conversion Rate Optimization
- CRM Tools (HubSpot, Salesforce)
- Canva, Adobe Creative Suite

EXPERIENCE

HEAD OF DIGITAL MARKETING

RAGHAVI FINANCE LIMITED

2024 - Present

- Ran lead generation campaigns through Facebook Ads and WhatsApp marketing
- Developed landing pages and email templates for customer acquisition

MARKETING MANAGER

Omasha Technologies

2025 - Present

- Lead the development and execution of integrated marketing strategies across digital platforms
- Manage a team of 3 digital marketers, content creators, and designers
- Increased inbound leads by 60% through targeted SEO and paid ads campaigns

ANALYSIS CONTENT

Omasha Technologies

Launch and promote a new SaaS-based tech service targeting small and medium businesses (SMBs) across Tier 1 and Tier 2 cities.

EDUCATION

SECONDARY SCHOOL

CBS.SR.SEC.SCHOOL

2021 - 2022

BACHELOR OF BUSINESS ADMINISTRATION

Maharshi Dayanand University

2022 - 2025