

Deepesh

(Denova Glosoft Limited)

Lead-Digital Marketing

"Digital marketing Lead with 5+ years of experience executing online marketing strategies. Past experience includes managing Google Ads, Social Media, On-page SEO & Local SEO, Increase Traffic for various clients. "



 Bengaluru, India

WORK EXPERIENCE

Lead-Digital Marketing Denova Glosoft Limited

03/2022 - Present,

Bengaluru

Achievements/Tasks

- Worked directly with company clients managing their Google Ads Accounts, social medias.
- Managing, guiding, motivating & assigning the tasks to the team.
- Achieved an average of 200% ROAS overall ad accounts.
- Directly communicated with the client's marketing team.
- Worked directly with a copywriter & designer to create landing pages that best-matched search intent, driving up conversion rates by 25% on average for selected clients.

Senior Digital Marketing Executive Cogent Pathway

08/2018 - 12/2021,

Patna

Achievements/Tasks

- Generating leads using white-hat techniques.
- Creating & managing the Online marketing campaigns.
- Creating & managing the Google Ads & social media campaigns with minimum CPC.
- Creating Inside/Outside Hyperlinks.
- Designing & posting attractive posts for social medias.
- Guiding the team/colleague.

Digital Marketing Executive Cogent Pathway

08/2017 - 08/2018,

Patna

Achievements/Tasks

- Generated leads for link-building outreach for the company's clients.
- Worked with different marketing departments to learn about various types of online marketing.
- Mentored by SEO & Google Ads Experts.

EDUCATION

Master's in Computer Application(MCA) AN College

05/2016 - 05/2019,

Patna

Projects Done:

- Food-Ordering Web App
- Supermarket Billing App
- Hotel Reservation App
- Digital Campaigns for youth fest

TECHNOLOGY SKILLS

Google Ads

SEO

Copywriting

Google Analytics

Google Tag Manager

Communication

Influencer Marketing

Google Search Console

SMM

SMO

SMC

GMB

HTML

CSS

Javascript

Photoshop

Wordpress

Canava

Teamwork

PERSONAL PROJECTS

Project Name

- On-page & Local SEO for www.professionalcommerce.in | www.commercezonepatna.com | www.pramias.com | www.speedobiketaxi.com | www.shinewell.in
- Youtube promotions for - Professional Commerce
- Web Optimisation for ICA Jobs

CERTIFICATES

Google Training Certification in Digital Marketing(2018)

Employee of the year for Highest Leads generation(2021)

LANGUAGES

Hindi

Native or Bilingual Proficiency

English

Full Professional Proficiency

SOFT SKILLS

Communication

Team Work

Problem Solving

Dependability

Critical Thinking

Positivity

Creativity

Adaptability

Conflict Resolution