



DHEERAJ M R

Digital Marketing Executive

PROFILE

As a digital marketer I hold MBA Degree in Marketing from Bengaluru City University, India and Meta Certification in digital marketing associate I have an experience of over 2 years in digital marketing and SEO. During my journey I learned and managed to use different tools like Semrush, Ahrefs, ubbersuggest, Canva, and platforms like Meta Business Suite, google ads, google keyword planner to enhance my skills and brand visibility in the world of digital marketing.

WORK EXPERIENCE

Tron Digital Abudhabi, Digital Marketing intern

03/2025 – Present

Remote

- Handled SEO, social media marketing, and content creation for multiple projects
- Assisted in email marketing campaigns with a 25% open rate improvement
- Supported performance marketing campaigns to generate leads for clients
- Assisted in planning and executing SEO, social media, and paid marketing campaigns to improve brand visibility.
- Conducted keyword research and optimised website content to improve search engine rankings.

Elanadu Milk PVT LTD, Digital Marketing Executive

10/2021 – 10/2022

- Planned and executed SEO strategies that improved organic traffic by 30%
- Managed paid campaigns (Google & Meta Ads), reducing cost per lead by 20%
- Assisted in Creating engaging social media content, increasing brand engagement by 0%
- Coordinated with design and content teams to produce creatives, promotional materials, and product related campaigns.
- Conducted market research to identify trends, customer preferences, and competitor activities.

EDUCATION

Master of Business Administration, Bengaluru City University

2022 – 2024

Bachelor of Business Administration, Rabindranath Tagore University

2018 – 2021

SKILLS

Google ads | Meta Business Suite | Google Search Console | Semrush | Ahrefs |
Google Analytics | Hubspot | Mailchimp | Canva | Shopify

CERTIFICATIONS

Google Ads | Meta Certified | Hubspot | Google Analytics | Semrush