



## Contact

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## Education

2016 - 2020

### B.Tech - Computer Science Engineering

Kalinga Institute of Industrial Technology

2014 - 2016

### Higher Secondary

Sacred Heart Convent

## Expertise

- Search engine optimization (SEO)
- Conversion Copywriting
- Competitive Analysis
- Campaign Management
- Content Marketing & Management
- Stakeholder Management
- Data Analysis
- Data and Reporting
- Social Media Management
- Email Marketing
- Analytics Tools - GA4, Hubspot, Google Search Console, SemRush, Screaming Frog, Keyword Planner
- Marketing Automation

# Deepika Singh

## Digital Marketing Specialist

Generating revenue-driven growth for brands and businesses.

Whether it's content creation, go-to-market strategies, or media purchasing, I've been involved in every aspect of marketing. I am adept at creating targeted campaigns.

## Experience

### 2023 - Jan - now

Darwinbox

#### Digital Marketing Specialist

- **SEO strategy** for organic traffic and inbound leads
- Targeted 1800 Organic ICP MQLs in India and secure TOP 20 ranks for critical keywords.
- Targeted 150 Organic ICP MQLs in MENA and top SERP rankings.
- Targeted 450 Organic ICP MQLs in South East Asia, my target is to fetch and nailing those TOP 20 ranks again.
- Handled the YouTube channel to derive acquisition.
- Increased the website organic traffic by an impressive 45%. Overachieved it by 60%
- Targeted region specific and local SEO along with some great Pillar and spoke page networks. Building region specific backlinks along with driving traffic carefully from TOFU to BOFU by closely tracking the user journey and behavior.
- SEO Reporting, to improve data quality and created funnel report
- Compiled comprehensive reports covering audience, traffic, views, clicks, rankings, and more.

### 2022 (January - December)

HighRadius Corporation

#### Senior Product Marketing Analyst

- Strategically targeted international markets - NA Enterprise, EMEA, APAC - and executed a solo two-day LIVE Event for Credit Managers and Directors, yielding an impressive 837 unique leads.
- Undertook product training with all employees, achieving a 98% success rate
- Developed a content plan utilizing lead magnets like tools, calculators, and blogs to attract and engage a target audience.
- Growth Strategy | Developed & executed end-to-end marketing strategy for the DCC 4000 objective resulting in 114% increase in SALs & 34% YoY growth (for NA & EMEA mid-market) (103% PvA)
- Customer Research | Extracted qualitative & quantitative insights from digital transformation surveys, user interviews, & market trends
- Product Marketing | Spearheaded & executed the launch of product training for customers resulting in the reduction of support tickets & 79% increase in the product adoption rate (140% PvA)
- Email Marketing |
- Content Marketing |
- Team Management | Leading a team of 5 PMAs. Structured operations & set SOPs for content deliverables reducing TATs by 48hrs per FTE

### 2019 - 2022

HighRadius Corporation

#### Product Marketing Analyst

Worked as a conversion copywriter, producing top-notch content and managing projects with 100%+ KPI success. Led a team to scale videos from 50 to 1000+ in eight months. Designed 40+ skill-based assessments for finance professionals in North America. Launched 70+ demand generation assets, curated playbooks, and developed a training program for 90+ interns. Coordinated content distribution across SEO, PPC, and user engagement teams.

## Awards & Certification

Star Team HighFlyer Award  
Spot Award  
HighFlyer of the Quarter (2021, Q4)

Google Analytics Certification  
CXL: Competitive Intel and Market Research  
CXL: Positioning and Company Storytelling  
CXL: Messaging  
HubSpot Marketing Software Certification