



SAURABH KUMAR

Digital Marketer

About Me

Results-oriented Digital Marketing professional with 8 years of experience and a proven track record of driving business growth through innovative online strategies. Skilled in leading teams, developing client relationships, and optimizing digital campaigns for maximum ROI. Seeking a challenging position where I can leverage my extensive skills and leadership abilities to drive growth by developing innovative online strategies and acquiring new clients.

Work Experience

Jan 2016 – present
FIVERR.COM

Digital Marketing Manager

- I am working as a freelancer on Fiverr.com for the last 8 years.
- Monitored ongoing marketing campaigns
- I've had the privilege of working on and scaling up over 4000+ client accounts worldwide with paid ads SEM.
- I am managing a Paid Ads Portfolio spending \$9M annually.
- Handled the company's online presence – regularly updated the company's website and various social media accounts.
- My expertise extends to campaign creation and management across various sectors, including Enterprise, Mid-level Enterprise, SMB, e-commerce, B2B, B2C, DTC, and local businesses.
- Developed and implemented digital marketing initiatives for a portfolio of clients, focusing on SEO, PPC, email marketing, and social media.
- Conducted in-depth market research and analysis to identify growth opportunities and competitive threats, informing strategic decision-making.
- Provided strategic guidance to clients on emerging digital trends and best practices, ensuring maximum ROI on marketing investments.
- I have worked with only businesses which are located in the US, UK, CA & AU. I have good experience in handling international ad campaigns.

Contact

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Education

Diploma in Business Management
IIBM University

MBA in Digital Marketing & Finance
IIBM University

Skills

- Google Ads Search & Display
- Facebook Ads & YouTube Ads
- Social Media Marketing
- Microsoft Ads
- Twitter Ads
- E-Mail Marketing & Native Ads
- SEO
- SEM
- Google Analytics
- Landing Page Setup
- Marketing Strategy Planning